

**FOR IMMEDIATE RELEASE:**



**ENTERTAINERS POSE, POST AND TWEET FOR VOTER REGISTRATION**

Non-profit HeadCount.org Rallies over 200 Musicians, Actors and Comedians to Support "National Voter Registration Day"

The largest social media-driven voter registration campaign ever was unleashed today by the non-partisan organization HeadCount, to mark the inaugural National Voter Registration Day. More than 200 celebrities and musicians from 50 Cent to George Lopez to Dave Matthews took photos holding up HeadCount's "Register To Vote" clipboards. They are sharing their photos on Twitter and Facebook today, along with a link to an online voter registration form.

The Twitter hashtag for National Voter Registration Day is #925NVRD. A Facebook photo album of the celebrities and musicians can be viewed here: <http://on.fb.me/QWtdo4>

Access hi-res photos here: <http://shorefire.com/clients/headcount/>  
Register to vote link here: <http://bit.ly/register tovot headcount3>

The musicians, actors, and comics featured in the campaign have a combined social-media reach of over 100 million followers. Other participants include Stephen Colbert, John Legend, Sarah Silverman, Jack Johnson, and Edward Norton. Dave Matthews Band also released a special video for their new single Mercy that links to the online voter registration form and ends with Matthews writing "Register to Vote" on a writing pad.

REVERB, a non-profit organization that creates and runs greening programs for major concert tours, assisted with the program by recruiting artists such as Linkin Park, Jason Mraz and fun.

National Voter Registration Day involves thousands of volunteers from hundreds of organizations registering voters in their communities. It stands to be the largest one-day voter registration drive in history. In addition to the on-line activity, HeadCount will stage voter registration campaigns in more than 30 cities around the U.S. on Sept 25, deploying at transportation centers, retail stores and concerts. The deadlines to register to vote are as early as October 6th in some states.

HeadCount has already run voter registration drives at more than 800 live music and cultural events this year. The organization, whose founders include The Grateful Dead's Bob Weir, has registered over 200,000 voters since launching in 2004.

<http://www.headcount.org/>  
<http://www.shorefire.com/clients/headcount/>

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For more information on HeadCount please contact Chris Taillie ([ctailie@shorefire.com](mailto:ctailie@shorefire.com)), Matt Hanks ([mhanks@shorefire.com](mailto:mhanks@shorefire.com)) or Bryant Kitching ([bkitching@shorefire.com](mailto:bkitching@shorefire.com)) at Shore Fire Media (718) 522-7171