

For Immediate Release:



**Qello to Present HeadCount 10th Anniversary Benefit Concert
with Bob Weir & Ratdog plus Special Guests**

NEW YORK - Bob Weir and Ratdog will join a slew of guest musicians at the HeadCount 10th Anniversary Benefit Concert at the Brooklyn Bowl in Brooklyn, NY on June 4th. The event will also be the official Kickoff Party for [Mountain Jam](#), a festival that begins the next day at Hunter Mountain in upstate New York and runs through the weekend.

HeadCount founder Marc Brownstein of The Disco Biscuits, Brendan Bayliss of Umphrey's McGee, Eric Krasno of Soulive and Lettuce, and Lettuce horn players Ryan Zoidis and Eric Bloom will all make appearances, with more special guests to be announced.

[Qello](#), the world's leading on-demand streaming service for full-length HD concert films and music documentaries, will be the exclusive presenting sponsor of the event, with [Grain Audio](#), [iCitizen](#), [Mashable](#), [Apple and Eve](#) and [Ticketfly](#) also serving as sponsors.

Tickets go on sale to the public on Tuesday April 22nd at noon at [BrooklynBowl.com](#). An exclusive pre-sale for Mountain Jam ticketholders and friends of official event hosts begins today. More information can be found at [www.HeadCount.org/benefit](#).

"It's going to be big fun," said Weir, one of HeadCount's founding board members. "It's always great to collaborate with other musicians, and HeadCount's tenth anniversary is a true reason to celebrate."

Less than 24 hours after the concert, the tenth annual Mountain Jam will begin at Hunter Mountain. Weir and Ratdog will appear on Friday, June 6th, and Umphrey's McGee will perform Thursday the 5th. Other performers include The Allman Brothers Band, Gov't Mule, Pretty Lights, The Avett Brothers and The Tedeschi Trucks Band. The full lineup and ticket information can be found at [www.MountainJam.com](#).

[HeadCount's](#) mission is to promote participation in democracy through the power of music. The organization has registered over 300,000 voters since its inception, working with artists such as Pearl Jam, Dave Matthews Band, Wilco and Jay-Z. In 2012 HeadCount registered more voters than any organization with a budget of less than \$1 million, and helped create "National Voter Registration Day," the largest one-day voter registration drive ever.

"When we started HeadCount, we had big dreams," said Brownstein. "But to be totally honest, we didn't know if it would last more than a year, much less ten. So this feels like an incredible accomplishment."

Qello previously partnered with HeadCount at the Lockn' Festival, co-presenting the "Participation Row" non-profit village. Richard Johnson, Qello's Co-founder says, "We're excited to join HeadCount in celebrating its 10th anniversary and proud to be associated with an organization that has music and empowerment at its core."

Brooklyn Bowl has hosted several HeadCount events in the past, including benefit concerts with the Radiators and The Disco Biscuits. “HeadCount has been part of the Brooklyn Bowl family since the day we opened our doors,” said venue founder Peter Shapiro, also a HeadCount board member and one of the official hosts of the event. “So it’s fitting that the 10th Anniversary show is here.”

###

HeadCount Media Contact: Drew Granchelli, DrewG@headcount.org, (617) 416-6116
Qello Media Contact: Elizabeth Lutz, elutz@shorefire.com, (718) 522-7171 x37

About HeadCount:

HeadCount unleashes the power of musicians and fans to make a difference. Since 2004 we have registered over 300,000 voters, and motivated millions to be informed, vocal citizens. We turn the power of musicians, the passion of fans and the hard work of volunteers into organized efforts to drive participation. We make it easy for people to get behind things they believe in, so that the next generation of music fans will shape the future.

About Qello:

Qello is a digital entertainment company that streams HD quality content across multiple platforms to millions of users in over 160 countries. Qello's first vertical, Qello Concerts, gives users on-demand access to the world's largest collection of HD concert films and music documentaries spanning all musical genres from new to iconic. Qello Concerts is available on all iOS devices, all Android devices, PlayStation, Microsoft Mobile, Samsung and Sony Smart TVs, Amazon Kindle Fire, Amazon Fire TV, Roku, and the web at www.qello.com.

About Mountain Jam:

Originally conceived in 2005 as a single-day celebration of Radio Woodstock's 25th anniversary, Mountain Jam has blossomed into a four-day, multi-stage event, featuring onsite camping, and one of the northeast’s most pristine natural amphitheaters. Over the years, Mountain Jam has hosted some of the top names in live music and has been named by Rolling Stone Magazine as one of the top 10 festivals in the U.S. not to miss.

For more information on HeadCount, please contact Drew Granchelli, DrewG@headcount.org, 617-416-6116