

For Immediate Release:



**Tattoo Artist Luke Wessman and HeadCount Help Get the Vote Out
with the On The Run Tour: Beyoncé and JAY Z**

Election Day is still a few months off, but fans catching the **On The Run Tour: Beyoncé and JAY Z** will get an artistic reminder to vote – courtesy of the tattoo artist **Luke Wessman** and the non-profit organization HeadCount.org.

Wessman designed a limited-edition postcard highlighting the phrase “#GoVote,” which will be available at HeadCount’s voter registration tables on most stops of the tour. Fans can sign a “Pledge to Vote” on the back of each postcard. HeadCount will then mail each person the postcard with their signature just before the November election.

Wessman, who started tattooing at 17 as a way to support a life free of gang violence, is considered one of the world’s premiere tattoo artists.

“It’s important to remember that we’re all in this together and we gotta pay attention,” said Wessman, as to the message behind the #GoVote artwork. “We all sometimes get blinded by these nice bubbles that we try to build for our lives, and sometimes forget that we’re on this earth to keep it going and make it a little better.”

(A full interview with Wessman appears on HeadCount.org, or visit www.LukeWessman.com).

The “#GoVote” postcard is part of a series that began in 2012 when hundreds of visual artists designed “#GoVote” graphics and animations for a Tubmlr campaign just before the Presidential election. Now HeadCount is distributing various #GoVote postcards at concerts throughout America.

The ten-year old organization is also touring this summer with **Kings of Leon, Vampire Weekend, Dave Matthews Band, Tom Petty, Bob Weir and Ratdog, the National**, and many other high-profile acts. At each concert, HeadCount volunteers register voters and also distribute the postcards. The volunteers receive free admission to the concert in exchange for their efforts.

HeadCount ran voter registration drives on JAY Z’s “Watch the Throne” tour with Kanye West in 2011. It also produced a [public service announcement](#) with JAY Z the year before.

Anyone wishing to volunteer with HeadCount at On the Run concerts can sign up at HeadCount’s website (www.headcount.org). Local organizations are also welcome to inquire about partnering in these efforts.

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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.