

FOR IMMEDIATE RELEASE



MISSION ACCOMPLISHED: THE DISCO BISCUITS VISIT SCHOOL TO SEE RESULTS OF “BISCO POWER MISSION”

Band Meets Kids at First Philadelphia Public School to Install Roof-Top Solar Panels

Philadelphia, PA – Less than a year after The Disco Biscuits played a sold-out show in New York to raise money toward the purchase of solar panels for a school, the band visited the Albert M. Greenfield Elementary School in Philadelphia yesterday to see the results of their work.

“Bisco Power Mission,” a joint project between [The Disco Biscuits](#), the non-profit organization [HeadCount](#) and [Mercury Solar Systems](#), helped Greenfield become the first public school in Philadelphia to install roof-top solar panels. The \$35,000 installation will save the school over \$43,000 in energy costs over the next 25 years.

On Wednesday, Nov. 17 the band visited a class of fifth-graders who have been learning about solar energy, and then went to the roof to see the panels for themselves.

“It was pretty amazing to see how it all came together,” said Marc Brownstein, The Disco Biscuits’ bass player and the co-chair of HeadCount, an organization dedicated to fostering civic participation through the power of music. “We always talk about harnessing the energy that music generates – well in this case we literally made that happen.”

The output of the photovoltaic panels is displayed in real time on a video monitor in the lobby of the school, adding an educational element to the initiative.

“I love the fact that every time the kids come into the school they’re getting a little reminder about solar and renewable energy,” said Jon Gutwillig, the guitarist for The Disco Biscuits who helped conceive the project. “Some of those kids will grow up to be engineers, and be more likely to work in renewable energy because of it.”

Next to the monitor is a plaque listing the names of individual fans of The Disco Biscuits who helped make Bisco Power Mission possible by purchasing a commemorative poster in addition to a concert ticket.

“We’re really proud of the fact that our fans helped make this happen,” Brownstein said.

The Bisco Power Mission concert was held on March 21 at New York City’s Brooklyn Bowl, the largest music hall in the country to be recognized for its environmentally-friendly practices with LEED Certification. The concert raised \$15,000 for “[Greening Greenfield](#),” the organization that is heading up the school’s five-phase greening project. The Albert M. Greenfield Home and School Association

contributed an additional \$10,000, while Mercury Solar donated approximately \$10,000 worth of labor and services. Magic Hat Brewing Company was also a sponsor of Bisco Power Mission.

###

About HeadCount

HeadCount is a 501(c)3 nonpartisan, nonprofit organization dedicated to registering voters and inspiring participation in democracy through the power of music. Since its inception in 2004, the organization has registered over 150,000 voters. It is now taking a step forward, motivating members of the music community to be involved, active citizens. HeadCount's Board of Directors includes Bob Weir of the Grateful Dead, other well known musicians, and the very top managers, promoters and media publishers in the live music industry. More information can be found at www.HeadCount.org.

About The Disco Biscuits

The Disco Biscuits are an entirely different band today than they were when they first broke out of Philadelphia in the mid-90s. That's not to say that they've abandoned their foundation, switched gears or set sail for distant shores. The Disco Biscuits are still very much the pioneers of "trance-fusion," bridging the gap between electronic music and jam bands. They still remain rock pioneers whose soul belongs as much to marathon dance parties as it does to live improvisational journeys. They still employ emerging technologies to help them create music that is 100 percent human although, perhaps, not entirely of this earth. But after spending the past three years in the studio — during breaks in touring — they've resurfaced with 'Planet Anthem,' a CD that is undeniably unlike anything else they've ever created before.

About Mercury Solar Systems

Mercury Solar Systems is one of the leading solar integrators on the East Coast. Our team designs and installs cutting edge, high-efficiency and versatile solar photovoltaic and thermal systems from the world's leading manufacturers for the commercial and residential marketplace.

About Greening Greenfield

Greening Greenfield is a flexible plan to improve the environmental sustainability of Albert M. Greenfield School's exterior, one that not only offers Greenfield students a rich opportunity to learn the important lessons of environmental responsibility but also gives them and the surrounding community a green open recreation space in the heart of the city. The five phases of Greening Greenfield call for installation of a storm water management system with a rain garden, porous pavement, permeable recycled play surface, native landscape in the school yard, improving the school's "Secret Garden" (a walled garden), installing a green roof, and installing a photovoltaic panel array and solar water heater. The Disco Biscuit benefit concert will help jumpstart the installation of the roof-top photo-voltaic solar panels which will now be installed this summer instead of in 2011 as originally planned. See www.greeninggreenfield.net for more info.

MEDIA CONTACTS:

HeadCount:

Drew Granchelli

drewg@headcount.org - (617) 416-6116