

FOR IMMEDIATE RELEASE:



MUSICIANS SURPRISE FANS WITH ELECTION REMINDER CALLS

Fans can request election reminder phone calls from rock stars at HeadCount.org; Most calls will be recorded but a few lucky fans will get the real thing

New York, NY – Some of the biggest names in music will be hitting the phones over the next week to help get the vote out, calling randomly-selected fans and chatting about the upcoming election.

Willie Nelson, **Questlove** of the Roots, and **Wayne Coyne** of the Flaming Lips are among the dozen musicians involved with the “Pledge to Vote” campaign staged by [HeadCount](http://HeadCount.org), a nonpartisan organization that promotes electoral participation. Each artist recorded reminders that will be sent to fans before Election Day via automated phone calls. In addition, most artist participants will be making live calls - surprising fans who expect to only hear a recording.

“Let’s get some folks cranked up about this,” said **Bob Weir**, a HeadCount board member who will also be personally calling dozens of voters. “It’s so important that people, particularly young people, are paying attention and voting so a bunch of cranky old folks don’t steal their future. Hopefully getting a call from a familiar voice will be motivation.” Weir is currently touring with his former Grateful Dead bandmate Phil Lesh under the name Furthur.

HeadCount co-chair **Marc Brownstein**, of The Disco Biscuits, will personally phone dozens of fans from HeadCount's Manhattan office the night before the election, Monday Nov. 1st. Meanwhile, video cameras will be rolling and all the calls will be streamed live on the Web at www.HeadCount.org/Blog and www.Relix.com starting at 9 PM ET.

Close to 25,000 music enthusiasts will receive recorded calls, having made a “Pledge to Vote” at concerts or on HeadCount’s website, www.headcount.org. When making the pledge, each voter was asked to affirm that they will vote in November and select a favorite musician from whom to receive a reminder phone call. Other choices included:

Matt Berninger (The National)

Marc Brownstein (The Disco Biscuits)

Brett Dennen

Adam Gardner (Guster)

Jon Fishman (Phish)

Warren Haynes (The Allman Bros., Gov’t Mule)

Grace Potter

Yim Yames (My Morning Jacket)

Fans can still sign up for the calls by visiting www.HeadCount.org/pledge.

“This is what grassroots organizing is all about,” said Brownstein. “Talking to people one-on-one, but doing it in ways that make the conversation spread to many.”

Adam Gardner, guitarist in the band Guster and founder of the environmental nonprofit [Reverb](#), said that until recently he didn't realize that voter turnout for midterm elections is so much smaller than presidential elections. "I was surprised by it and definitely motivated to change those stats," he said.

Reverb's [Green Music Group](#), a project that aims to build a community committed to environmental action, has made HeadCount's "Pledge to Vote" its primary call to action this month.

The live phone calls follow HeadCount's release two weeks ago of the "Vote Again 2010" [public service announcement](#) starring Jay-Z. It is airing on CBS, Fuse, Gospel Music Channel and SNY.

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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 and motivated countless members of the music community to be involved, active citizens. More information can be found at www.HeadCount.org.