

For Immediate Release:



## **QELLO CONCERTS TO SPONSOR LOCKN' MUSIC FESTIVAL'S 'PARTICIPATION ROW' FOR THIRD YEAR.**

NEW YORK, NY – Qello Concerts, the on-demand concerts service, is unlocking some of its subscription-based video content to celebrate its third year as presenting sponsor of the Participation Row non-profit village at the Lockn' Festival in Arrington, VA.

A [Qello Concerts Lockn' 2015 "Setlist"](http://qello.com/vip/rocklockn2015) is now available at [qello.com/vip/rocklockn2015](http://qello.com/vip/rocklockn2015), and can be viewed on any digital device. The Setlist features live performances by Lockn' 2015 artists: Phil Lesh & Friends, Carlos Santana, Jimmy Cliff, Trombone Shorty, the Doobie Brothers -- all content added to the Qello Concerts platform within the last year.

The Setlist also features live performances by Lockn' 2015 performers Robert Plant, Umphrey's McGee, The Tedeschi Trucks Band, Bob Weir's "Move Me Brightly," and more.

At Lockn', fans will be able to visit the Qello Concerts Lounge where they can relax and watch Qello Concerts' content after visiting any of 22 charities that have booths next door on Participation Row.

Additionally, attendees who take socially-conscious actions can enter into free daily raffles at the Qello Concerts Lounge to win a D'Angelico LEGENDARY LOCKN' guitar signed by the Lockn' 2015 headliners. The lounge will also host a silent auction of signed merchandise benefiting all 22 charities.

HeadCount, a non-profit organization that promotes civic participation through the power of music, is the organizer of Participation Row.

Qello Concerts has the world's largest collection of full-length concerts and music documentaries streamed on demand to any digital device. Qello's app can be found on Apple TV, Roku, Playstation, Xbox, Samsung and Sony Smart TVs, all iOS and Android mobile devices, Amazon Kindle Fire, and more.

"Qello is a great service for live music fans, and we're grateful for their support of Participation Row and the non-profit organizations at Lockn'," said HeadCount's Executive Director Andy Bernstein.

In the first two years of Participation Row at Lockn', more than 6,000 socially-conscious actions were taken, and thousands of fans visited the Qello Concerts Lounge and received free extended trial subscriptions to Qello Concerts. More than \$100,000 was also raised for the charities involved via the silent auctions.

Thanks to the successful Participation Rows at the Lockn' in 2013 and 2014, the interactive non-profit village has made appearances at other festivals and music events. Notably, the Grateful Dead 50th Anniversary concerts hosted a Participation Row and silent auction that made national news by attracting \$526,000 for a single guitar.

## QELLO CONCERTS LOCKN' FESTIVAL "SETLIST"

Phil Lesh & Friends– Live at the Warfield - Franklin's Tower  
Santana – Live at Montreux 2011 - Black Magic Woman/Gypsy Queen  
Robert Plant ft. Jimmy Page – Live at Knebworth – Wearing and Tearing  
Bob Weir – Move Me Brightly – Cumberland Blues  
Festival Express (Grateful Dead) – New Speedway Boogie  
Joe Cocker – Across From Midnight Tour – The Letter  
Joe Cocker – Cry Me A River 1980 - Feelin' Alright  
Jimmy Cliff - Guitar Center - The Harder They Come  
The Doobie Brothers – Live at the Greek Theater 1982 - Rockin' Down the Highway  
The Doobie Brothers – Live at Wolf Trap – Listen to the Music  
Umpfrey's McGee – Live at Soundstage – Words  
Deer Tick – A Backyard Session – The Dream's in the Ditch  
Trombone Shorty – Live from Tipitina's – On Your Way Down  
Umpfrey's McGee – Live at Soundstage – Believe the Lie  
Little Feat - Live in Holland 1976 - Dixie Chicken  
Tedeschi Trucks Band - Live at the Fillmore Auditorium - Midnight in Harlem  
Widespread Panic - Live at Red Rocks: Day 1, Part 2 - Pigeons  
Gov't Mule - Live At the Mountain Jam Festival, Hunter NY - Thorazine Shuffle  
Soulive - Bowlive - Soul Serenade  
Slightly Stoopid - Live at TRI Studios - Cissy Strut

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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.

### **About Qello Concerts:**

Qello Concerts is a streaming service for HD concerts, music documentaries and related films. It licenses a variety of long-form concerts, documentaries, behind the scenes footage and interviews from both major and independent music labels. Its catalogue includes music ranging from classic rock to alternative rock to pop, from the 1920s to today. All videos on Qello are in HD and are professionally produced concert films or documentaries. Qello also personalizes content based on user location and behavior.