



# PARTICIPATION

## 2012

### FOR IMMEDIATE RELEASE



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## MAGIC HAT & HEADCOUNT CREATE DYNAMIC DEMOCRATIC DUO PARTICIPATION PROGRAM TO EXTOL THE WONDERFUL VIRTUES OF VOTING

**South Burlington, VT** – The Magic Hat Brewing Company is pleased to revive their quadrennial partnership with non-partisan voter registration group HeadCount as the United States moves ever closer to the 2012 presidential election. The two groups first came together in 2004 and helped to register just under 50,000 new voters through a mix of online activism and a strong presence at music festivals across the country. In 2008, Magic Hat and HeadCount teamed up once again to register voters in the very places where America and its Bill of Rights were conceived: local bars and taverns. That year saw HeadCount register more than 100,000 voters, of whom nearly 75% turned out to vote. In 2012, the two will join forces for a third election season to raise awareness of the importance of the cast ballot through activation at music concerts and festivals, a mix of on-premise and online quizzes about America’s political history and a string of epic concerts leading up to Election Eve on November 5th.

### A PERFECT PAIRING OF ALE AND ACTION

Starting in January of this year, the Vermont brewer set out to prime the democratic palates of craft beer-loving America with an election of their own. Magic Hat fans across the country were offered a chance to choose the fourth beer in this fall’s Participation Variety Pak.

“Allowing our fans and craft beer drinkers alike to vote on their favorite Magic Hat beer of yesteryear was a great way to kick off Participation 2012,” said Magic Hat Brand Manager Ryan Daley. “It’s a fun way to show people that their voice can be heard. They spoke. We brewed.”

When all was said and done, nearly 8,000 votes had been cast and the inscrutably refreshing Hocus Pocus® came out the victor. Starting August 1st, Hocus Pocus – Magic Hat’s first-ever democratically elected beer – will be available for the first time since 2008.



Following the release of this oft asked about offering, Magic Hat and HeadCount will prepare to host a most epic election experience: The Participation Tour. Brought together by CEG Presents and Nolafunk.com, the Participation Tour will feature headliners Ivan Neville’s Dumpstaphunk and Anders Osborne, as well as some special surprise guests. The tour begins with shows in Baltimore, Philadelphia, and Washington, D.C., culminating on Election Eve, November 5th, when the official Participation Party drops the funk on New York City at the Highline Ballroom.

HeadCount Executive Director, Andy Bernstein notes, “Elections are a celebration of democracy. And what’s a celebration without great beer and great music? Magic Hat has truly put the party in participation with the Variety Pak and the tour. They are supporting HeadCount’s mission in a truly unique way.”

### PARTICIPATION WITH HEADCOUNT AN OBVIOUS POLITICAL STEP

The two groups share a love and appreciation of the power of music and its ability to unify people. Through a strong registration presence at concerts featuring the likes of Dave Matthews Band, Wilco, Phish and Furthur, as well as appearances at premier music festivals like Bonnaroo, HeadCount is well on their way to registering many thousands more voters. This exciting and energetic year-long effort of these two democratically correct organizations promises to make voices heard through the power of voting and to please palates through the gift of craft beer.

**GET OUT  
AND VOTE!  
11.06.12**

For more information on HeadCount and their efforts, and to register to vote, visit [HeadCount.org](http://HeadCount.org). To experience Magic Hat’s Participation program and for more information on the Participation Tour, visit [www.MagicHat.net/Participation](http://www.MagicHat.net/Participation). Both Magic Hat and HeadCount wish to spread the message that it’s not about what party you support, or where you land on an issue. It’s that you must speak to be heard. Register today and cast your vote on November 6th!

SCAN HERE  
TO PARTICIPATE



*Experience a Performance in Every Bottle with the Magic Hat Brewing Company & Performing Arts Center, creators of #9®, Circus Boy®, a revolving roster of seasonal selections, the I.P.A. On Tour series of quarterly I.P.A.s and the Humdinger® series.*