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PENNSYLVANIA NAACP TEAMS UP WITH HEADCOUNT TO REGISTER VOTERS AT MADE IN AMERICA FESTIVAL

(Philadelphia, PA) –The Pennsylvania NAACP has teamed up with HeadCount, a nonpartisan voter registration organization, to register voters at the “Made in America” Festival taking place in Philadelphia on September 1st and 2nd.

“I am proud to partner with HeadCount to ensure all eligible Pennsylvanians have access to the ballot box in the upcoming election,” stated NAACP Pennsylvania State Conference President Jerry Mondesire. “With new laws that could block more than 700,000 citizens from voting on Election Day, this partnership could not have come at a better time.”

“We are honored to be working with the nation's oldest civil rights organization at an important time for our country," said Andy Bernstein, HeadCount's executive director. "A festival called 'Made in America' is an ideal place to further democracy and bring all citizens equal access to the polls."

The groups hope that concertgoers coming to hear music from Jay-Z, Rick Ross, Pearl Jam, Drake, Jill Scott, Janelle Monae, Santigold, and Run-DMC will also take a moment to register to vote.

“Concerts like this are a great venue to connect with young folks who have yet to register to vote,” stated NAACP Pennsylvania Civil Engagement Coordinator John Jordan.

In May, the NAACP launched the "This is My Vote" voter registration and activation campaign in Atlanta, Georgia. The nonpartisan 50 state civil engagement campaign will register, educate and turn out hundreds of thousands of minority and youth and elderly voters throughout the country.

HeadCount works with over 100 festivals, concerts venues, partners and touring musicians who provide access to their events and fans. The organization trains volunteers, sets them up with concerts in their city, and provides all the materials and support needed to stage effective local campaigns. HeadCount has registered over 200,000 voters since 2004.

“Joining the civil rights community with the music community is a recipe for registration success,” stated Marvin Bing, Northeast Regional Director for the national NAACP. “I’m glad this partnership has started and we look forward to a long, active relationship registering voters in every election.”

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About NAACP

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors.

About HeadCount:

HeadCount is a non-partisan grassroots organization that uses the power of music to register voters and raise social consciousness. Since 2004, HeadCount has staged voter registration drives at over 2,000 concerts and signed up over 200,000 voters. Headcount reaches young music fans where they already are - at concerts and online - to inform and empower.

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