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VOTER REGISTRATION DEADLINES HITTING ACROSS THE U.S.

With Help from Celebrity Tweets and Facebook Posts, HeadCount.Org Closes in on 100,000 Registrations

New York, NY - The deadline to register to vote has already passed in several states, and Tuesday, October 9th, marks the deadline in seventeen more. As voters scramble to get their registrations in on time, HeadCount, a non-partisan organization that works with musicians and celebrities to encourage voter participation, reports that it is close to its goal of registering 100,000 voters for 2012.

The organization's website – www.headcount.org - provides a hub for election information including an interactive map of Voter ID requirements, election deadlines, and answers to real questions voters ask every day.

Stars like Dave Matthews, John Legend, Pearl Jam and George Lopez have used social media to drive the public toward this resource and help get people registered before the deadlines. Starting on September 25th - National Voter Registration Day - nearly 200 entertainers posted and tweeted photos of themselves holding "Register to Vote" clipboards with a link to an online voter registration form at www.HeadCount.org/register-to-vote. A Facebook album featuring all the photos can be found here <http://on.fb.me/Vs7ye2>. Celebrity tweets like this one: <http://bit.ly/UotHus>, helped the organization register 40,000 people just through that campaign.

With the registration deadlines looming, HeadCount's executive director Andy Bernstein says getting accurate information to voters is the highest priority. "Voter confusion is as important an issue as voter suppression or fraud," he said. "Every year, six million people don't vote because they miss the registration deadlines. This year, many people have heard about Voter ID laws and may falsely assume they can't vote with student ID or an out-of-state driver's license. In almost all cases, they can."

The need for accurate information is clear. A recent HeadCount study found that seven out of ten young voters had moved since 2008, and of those only 43% had updated their voter registration. More than half - 52% of those voters - could not state with confidence that they were registered to vote at their current address.

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