

For Immediate Release:



**HEADCOUNT CELEBRATES 10<sup>TH</sup> ANNIVERSARY WITH ADDITIONS TO ITS BOARD**  
*Former White House Aides Peter Rouse and Alyssa Mastromonaco Will Join Former Grateful Dead Guitarist Bob Weir on Non-Partisan Organization's Board of Directors*

NEW YORK – The non-partisan voter registration group HeadCount will celebrate its 10th Anniversary tonight with a sold-out performance by Bob Weir and RatDog, and the announcement that two top former White House officials have agreed to join Weir on the organization's Board of Directors.

Former White House Senior Advisor Peter Rouse and Deputy Chief of Staff Alyssa Mastromonaco accepted Weir's personal invitation to join a Board that also includes musicians, music promoters, and business leaders.

"I was introduced to HeadCount and its vision of how the power of music can encourage young people to get involved in the electoral process a few years ago, and I've seen first-hand how it makes a positive impact on voter participation," said Rouse, who served as Counselor to the President under Barack Obama before leaving the White House late last year. "The organization's non-partisan message of inclusion and empowerment is making an important contribution to our democracy, and I am delighted to add my support as a member of the Board."

"Alyssa and Pete have deep experience in mobilizing young voters," added Weir. "That's our job here."

Tonight's fundraiser at Brooklyn Bowl in New York City will feature Weir along with several guest musicians including HeadCount co-founder Marc Brownstein of the Disco Biscuits. A free webcast of the event will stream live starting at 8:30 ET on [TourGigs.com](http://TourGigs.com).

"I'm thrilled to become a part of the HeadCount grassroots mission of getting fans and musicians the tools to become more deeply involved in their communities and this country," said Mastromonaco, who recently appeared in a lengthy [interview](#) with Charlie Rose on "CBS This Morning," and was a member of The New Republic's "Most Powerful, Least Famous" list. "After being afforded the opportunity I had over the past six years, I want to share the message that no matter what your politics are, every voice should be heard and counted."

HeadCount's Board also includes Brownstein, John McCrea of the band CAKE, Brooklyn Bowl owner and entrepreneur Peter Shapiro, Republican strategist Gordon Hensley, and investor Steve Simon.

The organization was founded in 2004 in the hopes of rallying young concertgoers to the polls. It has since registered more than 300,000 voters at 3,000 live music events. This summer, HeadCount volunteers will register voters on concert tours by Jay-Z and Beyoncé, Dave Matthews Band, Kings of Leon, The National, Bassnectar, and Jack Johnson, among others.

Music fans can choose from a list of hundreds of concerts on HeadCount's website ([www.HeadCount.org](http://www.HeadCount.org)) and receive free admission to the event in exchange for registering voters.

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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.