

For Immediate Release:



## **Jim Pollock Illustrates HeadCount “#GoVote” Postcards Distributed at Phish Concerts**

Ever-popular rock poster artist **Jim Pollock** has designed a limited-edition postcard that the non-profit organization HeadCount will distribute at **Phish** concerts this summer.

To receive a free postcard, fans just need to stop by the HeadCount table and sign a “Pledge to Vote” on the back. Then, in November, HeadCount will mail each person their postcard with their own signature as a reminder of their commitment to vote.

The Pollock postcard depicts voters racing bicycles to the polls under the phrase “#GoVote.”

“It’s the red against the blue jerseys,” Pollock explained, in an [interview](#) that appears on [HeadCount.Org](#). I’m pretty up-front about my political beliefs, but I like to see a good race. I’d like to see both parties thrive and have more parity.”

**David Welker**, who illustrated the cover art for Phish’s *Rift* album, also designed a #GoVote postcard, available at HeadCount tables at various concerts. Rock poster artists **AJ Masthay**, **TRIPP**, **Gwen AP**, **Jamie Hunstman** and tattoo artist **Luke Wessman** created postcards in the series as well.

Each postcard is limited to one print run and will not be re-printed. When completing the pledge, fans are entered into a drawing for a free trip on Jam Cruise or one of many other destination concert vacations from [Cloud 9 Adventures](#).

In addition, they can download the [iCitizen](#) smartphone app (via a QR code), which lists the voting records of elected officials and other information that makes it easy to be an informed voter.

Studies have shown that “Pledge to Vote” postcards bearing a voter’s signature help increase voter turnout. This, however, is the first time anyone has used limited-edition artwork from rock poster artists on voter pledge postcards.

“It will be a great reminder to hang on your fridge,” said HeadCount executive director Andy Bernstein. “It’s a reminder of Phish tour, and a reminder of your pledge to vote.”

He said the Pollock postcards will initially only be available at Phish concerts, but if any are left over they will be distributed at festivals or concerts by other bands.

The #GoVote series began in 2012 in a [Tumblr campaign](#) involving work by hundreds of artists. This year, HeadCount is adding the element of postcards, as well as musicians posting for photos with the #GoVote artwork. The campaign will culminate on Election Day, when hundreds of musicians and entertainers post their photos on social media. Meanwhile, tens of thousands of fans will receive their postcards in the mail that week.

###

**Contact:** Drew Granchelli, DrewG@headcount.org, 617-416-6116

**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.