

FOR IMMEDIATE RELEASE:

Wednesday, 15 October 2014

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New HeadCount Fact Sheet Outlines How Millennial Drop-Off Voters Could Shape the 2014 Midterm Elections

**** VIEW THE FACT SHEET HERE: <http://bit.ly/1yDvcl6> ****

WASHINGTON, DC -- As the 2014 midterm elections draw nearer, HeadCount.org, a non-partisan civic engagement organization that targets young voters, has published a resource for media detailing the phenomenon of millennial “drop-off voters” and how young voter turnout could shape outcomes in the 2014 election.

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Among the key facts that HeadCount references in the 2014 election:

- 1. About half of all young Americans who vote in Presidential elections do not vote in midterm elections.**
- 2. Drop off rates for voters under 30 have grown considerably in the last ten years.**
- 3. Young voters with a college education are the *most* likely to be drop-off voters.**

The factsheet comes a week after HeadCount.org reached its goal of registering 25,000 voters for this election, and also debuted the internet’s most comprehensive guide to voting and elections - the HeadCount.org voter information hub.

VIEW HEADCOUNT’S VOTER INFORMATION HUB HERE:

<http://www.headcount.org/election-info/>

HeadCount will try to rally would-be drop-off voters to the polls by turning Election Day by reaching young voters where they already are - on social media

and at concerts. The organization will stage voter turnout drives at more than 600 concerts this year, right up to Election Day. They can currently be found on tour with **Pearl Jam, The Black Keys, Jason Mraz, Bassnectar, Tom Petty, Wilco,** and **Primus**, among others.

It has also shot **photos of hundreds of musicians and celebrities** holding artwork that says “#GoVote.” The participants - including **Fergie, Ms. Lauryn Hill, Weird Al Yankovic** and **Russell Simmons**, will then post their photos on social media on Election Day, creating a “cultural moment” around Election Day that can’t be ignored. The campaign follows a similar effort on National Voter Registration Day last month. It is **expected to generate well over 500 social media impressions.**

For more information, or for interviews with HeadCount, please contact Brett Abrams at 516-841-1105 or by email at brett@fitzgibbonmedia.com.

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HeadCount.org *is a non-partisan organization that uses the power of music to register voters and promote participation in democracy. For more information, please check out HeadCount.org.*