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## **PHOTO ALBUM: Celebs and Musicians Join HeadCount in Major Push to Engage Millennial Voters Ahead of the 2014 Midterm Elections**

**\*\* VIEW PHOTOS HERE: <http://on.fb.me/1wiDfZM> \*\***

*Online and On-the-Ground Effort Aims to Register More than 25,000 Millennial Voters And Drive Millions to the Polls*

**WASHINGTON, DC** – Ahead of the 2014 midterm elections, hundreds of musicians and entertainers are teaming up with HeadCount, a non-partisan civic engagement organization that targets young voters, to stage a massive effort to register and turn out voters. Their message – delivered via concerts and a barrage of photos posted on social media – is that you have to vote more than once every four years to have a thriving democracy.

**VIEW CELEBRITY PHOTOS HERE:**  
<https://www.facebook.com/media/set/?set=a.10152367005276279.1073741882.8382221278&type=3>

On Tuesday, September 23rd, National Voter Registration Day, musicians and entertainers -- including **Linkin Park, Dave Matthews, Sarah Silverman, Weird Al, Ed Norton, Jason Mraz, Russell Simmons, T.I., Pearl Jam, George Lopez** and many many more -- will use their social media platforms to post photos of themselves holding HeadCount's "Register to Vote" clipboards, with links to an online voter registration form. The participants have a collective reach of more than 500 million Facebook fans and Twitter followers.

"Voting has too often been associated with divisive partisan politics, so it's no surprise that many young people might sit out the Midterm Elections," said Andy Bernstein, executive director of HeadCount. "We aim to make Election Day more of a cultural event, one that's about participation and self-expression.

"HeadCount attracts musicians and celebrities by creating a non-partisan framework through which they can spread a positive message without promoting any particular party or candidate," added Bernstein.

In a recent Harvard Institute of Politics poll, only 23 percent of eligible young voters said they definitely plan to cast a ballot this year.

**VIEW THE POLL HERE: <http://www.iop.harvard.edu/Spring-2014-HarvardIOP-Survey>**

In addition to the online social media campaign, HeadCount is holding voter registration and turnout drives at more than 600 concerts this year, currently touring with **The Black Keys, Kings of Leon, Linkin Park, Jason Mraz, Tom Petty** and **Rise Against**, following a stint on summer tours by **JAY Z** and **Beyonce, Nine Inch Nails**, and **Phish**. In all, HeadCount has set up voter registration and turnout drives with 51 different touring artists this year, an effort that involves more than 1,500 volunteers all across the country.

**VIEW HEADCOUNT'S EVENT CALENDAR HERE: <http://www.headcount.org/events/>**

HeadCount's goal is to register 25,000 voters and reach millions more with the get-out-the-vote message. The campaign will culminate on Election Day, when the musicians and celebrities post photos of themselves holding artwork that says "#GoVote," with a link to a polling place finder and other voter information.

**For more information, or for interviews with HeadCount, please contact Brett Abrams at 516-841-1105 or by email at [brett@fitzgibbonmedia.com](mailto: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](http://HeadCount.org).*