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Musicians & Celebrities Join HeadCount.Org to Register Voters on National Voter Registration Day

Social Media Campaign Involves Entertainers with a Collective Reach of More than 500 Million Fans and Followers

WASHINGTON, DC -- Today, on National Voter Registration Day, more than 350 musicians and entertainers are teaming up with HeadCount.org, a non-partisan civic engagement organization that targets young voters, to stage a massive effort to register voters ahead of the 2014 midterm elections. National Voter Registration Day (NVRD), which started in 2012, is a one-day technology, media and boots-on-the-ground effort to create pervasive awareness of voter registration and voting.

A diverse group of entertainers including Dave Matthews, Sarah Silverman, Questlove, Fergie, Linkin Park, Gregg Allman, T.I., Weird Al, Lewis Black, The Eli Young Band, Russell Simmons, Esperanza Spalding, and all the living members of The Grateful Dead will use their social media platforms to post photos of themselves holding HeadCount's "Register to Vote" clipboards. Each post will include a link to an online voter registration form and Tweets will use the hashtag #CelebrateNVRD. The total social media reach of the participants is more than 500 million Facebook fans and Twitter followers.

VIEW CELEBRITY PHOTOS HERE:

<https://www.facebook.com/media/set/?set=a.10152367005276279.1073741882.8382221278&type=1>

"The time to register to vote is now," said Andy Bernstein, HeadCount's executive director. "Anyone who is on Facebook or Twitter, or in a place where our volunteers are hitting the streets, is going to hear that message and have an opportunity to get registered."

Adding to their online efforts, HeadCount volunteers will stage voter registration drives in 22 cities - including *Boston, Chicago, Dallas, Denver, Los Angeles, Nashville, NYC, Salt Lake City, San Francisco and Seattle* - in 27 total locations.

FOR A FULL LIST OF FIELD ACTIVITIES: <http://www.headcount.org/celebrate-national-voter-registration-day/>

"The reach of this campaign is just astounding," said Marc Brownstein. HeadCount's co-chair and bass player in the electronic rock band The Disco Biscuits. "I know first-hand about the power of the connection between musicians and fans. When you think about having 350 musicians and entertainers all speaking to their fans about voting, it really moves the needle."

HeadCount.org joins more than 2,000 groups in 50 states who are celebrating National Voter Registration Day with field an online activity. Now in its third year, more than 250,000 voters have registered to vote on National Voter Registration Day since it's inception in 2012. This year, HeadCount.org plans to register 25,000 voters and reach millions more with the get-out-the-vote message. The effort began last Spring with voter registration drives at concerts and music festivals - more than 600 throughout the year. 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.

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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.