



For Immediate Release:

**LOCKN' BRINGS MUSICAL TWIST TO THE 2016 ELECTION WITH  
'PARTICIPATION ROW' SOCIAL ACTION VILLAGE, PRESENTED BY  
QELLO CONCERTS**

NEW YORK, NY – Attendees at this year's LOCKN' Music Festival, August 25th through the 28th in Arrington, Virginia, will get some “sweet” rewards for boning up on issues related to the November 2016 election.

An interactive 'Participation Row' social action village will feature local and national non-profit organizations. Each will offer non-partisan activities meant to inform and engage voters.

Any attendee who completes four of the activities will receive a complimentary 30 day subscription to Qello Concerts - the premiere streaming service for concerts and music documentaries - plus a chance to win a D'Angelico guitar signed by the LOCKN' headliners, and a free scoop of Ben & Jerry's ice cream.

Qello Concerts and the non-partisan civic engagement organization HeadCount have teamed up to bring Participation Row to LOCKN' every year since the festival debuted in 2013. HeadCount expects to register more than 500 voters at the festival this year, and collect an even greater number of “Pledge to Vote” postcards provided by Ben + Jerry's. With Virginia considered one of the most critical states on the electoral map, this year's Participation Row has added significance.

“The impact that Participation Row has on the local non-for-profits is always a tremendously fulfilling experience for us. We couldn't be happier to give these great charities a platform to spread their message to their local community. And working with HeadCount, especially in an election year, gives us the opportunity to help music fans exercise their rights to vote,” said Qello's co-founder, Richard Johnson.

“This is a chance for fans at LOCKN' to get in touch with their powers as voters and what their votes really mean,” said Andy Bernstein, HeadCount's executive director. “But it will all be in a fun setting with no partisan agenda.”

The Charlottesville, VA-based Thomas Jefferson Center for the Protection of Free Expression will be asking festival-goers to “Vote your Voice” and learn where candidates stand on issues of freedom of speech and press. Wild Virginia, also based in Charlottesville, will stage a petition drive asking Governor Terry McAuliffe to establish a



Citizens Advisory Panel to hear people’s concerns about the Dominion Pipeline project. Project GROWS out of Staunton, VA will be playing “Name that Candidate” based on their views on food policy.

In addition to giving away free ice cream, Qello Concerts 3-day subscriptions, and a signed guitar, Participation Row will also feature a silent auction for a second signed guitar and a signed poster. Last year, one of these “LEGENDARY LOCKN’ GUITARS” fetched \$65,000. The proceeds from these auctions are split among all the participating non-profit organizations, as well as the Nelson County Food Pantry.

Other organizations on Participation Row this year will include local and Virginia based organizations The Lynchburg Humane Society, Nelson County Tourism, the North Branch School, The Park School, and Wintergreen Adaptive Sports. They’ll be joined by Virginia chapters of NORML and Giving Hope Foundation and national groups like Appalachian Voices, Conscious Alliance, Love Hope Strength, Recycle Life, REVERB, Moms Clean Air Force and United Plant Savers.

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**About HeadCount:**

[HeadCount](#) unleashes the power of musicians and fans to make a difference. Since 2004 we have registered over 350,000 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.

**About LOCKN’ Festival:**

[LOCKN’ Festival](#) is a four-day festival that takes place August 25 - 28, 2016 at Oak Ridge Farm in Arrington, VA. In its fourth year, LOCKN’ will present headliners Phish, who will make their first appearance at the festival with a two-night, four-set slot on Friday and Sunday of the weekend. Other 2016 performers include recently reunited Ween (performing right before Phish on Friday night), My Morning Jacket, Phil Lesh & Friends (two nights), Tedeschi Trucks Band, Umphrey’s McGee, Gary Clark Jr., Chris Robinson Brotherhood, and many more. From inception, LOCKN’ quickly established itself as a national festival on par with the best in the country, featuring acts such as Tom Petty & The Heartbreakers, Robert Plant, Willie Nelson, Carlos Santana, and many others. With an emphasis on musical invention and environmental



sustainability, LOCKN' has been widely praised by fans and media for being among the best run and uniquely creative festivals in the country.

**About Qello:**

Qello is the leading OTT provider best known for its flagship product [Qello Concerts](#), the premier streaming service for on-demand full-length concerts and music documentaries; live streaming music events; and original programming. Qello's technology/media division, Qello Media Solutions (QMS) offers superior flexibility and OTT customization for digital convergence. Qello products are available to millions of users worldwide and can be found on all streaming devices.