



FOR IMMEDIATE RELEASE

HEADCOUNT AND BOBO'S BRING #VOTELOCAL CAMPAIGN TO HIGH SIERRA

Fans at Annual Music Festival Will Receive Free Oat Bars to Celebrate Local Elections

QUINCY, CA – Do you know when your next election is? If the answer is no, you're not alone. While 60% of eligible Americans turned out to vote in the Presidential election last year, including about half of Americans age 18 to 29, turnout in all other elections is far lower.

Barely 1 out of 5 Americans votes in municipal or local elections. For Americans under age 29, turnout for local elections is estimated at five percent or less.

That's why the non-partisan organization HeadCount and the Boulder, CO-based oat bar brand BOBO's will be at the 27th Annual High Sierra Music Festival in Quincy, CA (June 29-July 2), helping Millennial voters learn when the next election will be in their hometowns.

HeadCount has registered thousands of voters at [High Sierra](#) over the last decade.

This year, HeadCount will not only register new voters but also invite attendees to sign up for TurboVote local election alerts. TurboVote, which serves all 50 states, sends a text message and email alerting voters about upcoming elections.

High Sierra attendees will also be invited to participate in a massive photo campaign where both fans and performing artists take photos holding a special High Sierra #VoteLocal sign and share it on social media.

Anyone who takes a photo holding the #VoteLocal sign will receive a free oat bar from BOBO's, a brand known for their healthy and locally-sourced ingredients.

"Local elections are starting to get more attention than ever, but if they don't happen in November most people don't know when they are," said HeadCount's Executive Director Andy Bernstein. "By offering convenient text alerts, some fun photos, and handing out free BOBO's bars, we're literally making it a treat to be a local voter."



“BOBO’s is incredibly excited to partner with such a great organization in HeadCount at the High Sierra Music Festival to drive conversation and engagement in local elections,” said Beryl Stafford, Founder and President of BOBO’s.

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About HeadCount:

HeadCount harnesses the power of music to drive social change. Since 2004 we have registered nearly 500,000 voters, and helped organize various initiatives in the live music community to promote civic participation. With 20,000 volunteers, street teams in most major U.S. cities and affiliations with over 200 touring musicians, HeadCount ranks as one of the largest and most active music-based non-profit organizations in America.

About BOBO’s:

BOBO’s hand bakes simple, nourishing food from the heart for everyone craving a delicious, homemade snack. Founded in Boulder, CO in 2003, BOBO’s began as a mother-daughter baking tradition with a mission to bake healthier, more nutritious snacks. BOBO’s quickly became a local Boulder favorite and today is sold in grocery stores nationwide. At 3oz per bar, BOBO’s offers a more satiating snack than most of the bar category. BOBO’s 3oz Bars come in 15 delicious flavors and the 1.3oz Bites are available in six flavors; each are gluten-free, vegan, kosher and non-gmo verified. At BOBO’s, we feed you like we feed our family, with hand-baked products that bring you home.