

HEADCOUNT PRESS KIT



ABOUT HEADCOUNT

HeadCount is a non-partisan non-profit organization that harnesses the power of music, culture and digital media to register voters and inspire participation in democracy. Since 2004, we've registered **over one million voters** through our work with musicians like **Ariana Grande, Harry Styles, Lizzo, Dead & Co, Billie Eilish** and **Alicia Keys**; organizations such as **Global Citizen**; events including **Lollapalooza, Bonnaroo, pride festivals** and **RuPaul's DragCon**; plus partnerships with brands like **Spotify, Major League Baseball** and **American Eagle**. Our award-winning online campaigns have been seen **over a billion times**, while our **50,000 volunteers** can be seen at more than **1,500 live events** each year. We reach young people where they already are – at concerts and online – to inform and empower.

LINKS

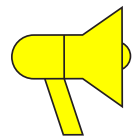
- Home Page: HeadCount.org
- Brand Spot Videos: **30 sec. / 50 sec.**
- Social Media: @HeadCountOrg
- Register to Vote: HeadCount.org/RegisterToVote

RESOURCES

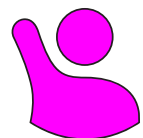
- [Logos & Assets](#)
- [Photos](#)
- [Staff Bios](#)
- [HeadCount one-pager](#)
- [Notable Press Hits](#)



200+ PARTNERS



1,500+ EVENTS
EACH YEAR



50,000+ VOLUNTEERS



1.2 MILLION
VOTERS REGISTERED

Contact Press@HeadCount.org



updated June 2024