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## HeadCount Announces Results of Spring-Summer 2008:

### PARTNERSHIPS WITH MUSICIANS AND CONCERT PROMOTERS YIELDS OVER \$200,000 AND NEARLY 50,000 REGISTRATIONS AT CONCERTS; GOAL OF 100,000 REGISTRATION EXPECTED TO BE REACHED BY OCT.

**NEW YORK, NY** – Concerts and live music festivals have become a focal point of a nationwide effort to register young voters, via a series of partnerships between musicians, promoters and the non-partisan organization HeadCount. Constituting the largest event-based voter registration campaign in the U.S. this year, HeadCount conducted registration drives at 721 concerts, registering 46,171 voters.

Musicians and promoters have also donated or raised over \$200,000 (\$204,978.00) to support these efforts, via benefit concerts, ticket surcharges and direct donations.

“Concerts are an easy, sensible place to register voters and reach young people,” said **Marc Brownstein**, founder and co-chair of HeadCount and the bass player in the popular electronic rock band the **Disco Biscuits**. “But to do something on this scale takes team work of the highest order. We are so appreciative of the support we’ve received from every sector of the music and concert industry.”

HeadCount expects to reach its goal of registering 100,000 voters by Election Day. More than 50,000 voters will register directly at concerts, and another 50,000 will register by downloading voter registration forms at [www.headcount.org](http://www.headcount.org) or through the “**Ultimate College Bowl**” – a promotion staged by HeadCount in cooperation with other civic and youth groups to register voters on college campuses. **Death Cab for Cutie**, a HeadCount affiliated artist, will play a free concert at the participating college with the highest voter registration total (more information can be found at [www.myspace.com/ultimatecollegebowl](http://www.myspace.com/ultimatecollegebowl) or [www.ultimatecollegebowl.com](http://www.ultimatecollegebowl.com)).

Much of its strength and success can be directly attributed to the artists involved since the group’s inception. Dave Matthews Band donated \$50,000 through its Bama Works Foundation, and generated nearly 9,000 registrations at their concerts. Events involving **Bob Weir (Grateful Dead, RatDog)** and **Warren Haynes (Gov’t Mule, Allman Brothers Band)** generated 2,072 registrations and over \$100,000 in funding. The two have appeared at benefit concerts, participated in Cents for Sense, and also hosted HeadCount volunteers on their national tours this summer.

Meanwhile, HeadCount has branched out this year to work with a wide range of artists including **Pearl Jam, Jack Johnson, John Mayer**, and **Nine Inch Nails**. Johnson’s “All at Once” campaign produced HeadCount’s most successful voter registration effort ever, on a registrations-per-concert basis. An average of 266 registrations per day were collected at each of his concerts and festivals.

Promoters as well as artists supported the cause. **Live Nation** is regularly hosting voter registration tables at all of its clubs and theaters through a national agreement with HeadCount. Similar arrangements are in place on a regional level with **AEG Live, Bowery Presents** and **I.M.P.**

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**Here is a by-the-numbers look at HeadCount's work with musicians and concert promoters:**

- Number of total concerts with voter registration drives in 2008 (as of Sept. 7<sup>th</sup>): **721**
- Total registrations at concerts: **47,171**
- Artist with highest voter registration total: **Dave Matthews Band, 8,869**
- Artist with highest voter registration per concert: **Jack Johnson, 266**
- Major financial contributions by artist and promoters:
  - **Bob Weir** (Grateful Dead, RatDog) and **Warren Haynes** (Gov't Mule, Allman Brothers Band) – Raised over \$100,000 through benefit concerts and Cents for Sense events
  - **Dave Matthews Band** - \$50,000 donation
  - **Jack Johnson** – arranged \$22,500 in donations (from Patagonia) and matching grants part of his “All at Once” campaign
  - **moe.** – Over \$7,000 through benefit concert and portion of album sales
  - **Mickey Hart** and **Phil Lesh** (Grateful Dead) – Over \$5,000 each in personal donations
  - **O.A.R.** – Over \$2,000 via ticket auction
  - “Cents for Sense” campaign – raised \$51,604 through .50 ticket surcharge (Highest contribution, **STS9 (Sound Tribe Sector Nine)**, close to \$11,000. Highest festival contribution, **All Good Festival**, \$8,312. Other Cents for Sense festivals & artist participants include: **Summer Camp Festival; Mountain Jam; High Sierra Music Festival; Gathering of the Vibes; Camp Bisco; Allman Brothers Band; Bob Weir & RatDog; Gov't Mule; The Disco Biscuits; Michael Franti & Spearhead; Umphrey's McGee; Medeski Martin & Wood; Ryan Montbleau Band**).

**[Register to Vote at http://www.HeadCount.org](http://www.HeadCount.org)**

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HeadCount is a 501(c)3 non-partisan organization dedicated to registering voters and inspiring participation in democracy through the power of music. Since its inception in 2004, the organization has registered over 100,000 voters. HeadCount's board of directors includes Bob Weir of the Grateful Dead, other well-known musicians, and the very top managers, promoters and media publishers in the live music community. More information can be found at [www.HeadCount.org](http://www.HeadCount.org).