



THE NATIONAL INDEPENDENT VENUE ASSOCIATION PARTNERS WITH HEADCOUNT TO GET VOTERS TO THE POLLS

Partnership Encourages Voter Registration Inspiring People of All Ages to Participate in the Upcoming Midterm Elections



NEW YORK (September 16, 2022) – The National Independent Venue Association (NIVA) today announced its partnership with HeadCount, a non-partisan, non-profit organization that harnesses the power of music, culture, and digital media to register voters. The partnership will give HeadCount the ability to connect with NIVA members' audiences across the U.S., inspiring them to register to vote through a series of concerts, festivals and community events before the midterm elections this November.

“Headcount has a long history as a leader in our industry in terms of activating and engaging music fans to register to vote. It’s essential for everyone to take an active role in the democratic process, whether it be local, state, or national elections,” said NIVA Board President Dayna Frank. “While NIVA advocates for our industry, we’re also advocates for the communities we serve and one of the best ways we can serve these communities is to remind people to use their voices by registering and voting. Midterms matter.”

NIVA is continuing its advocacy efforts beyond the pandemic and partnering with HeadCount to inform and empower voters. This partnership provides NIVA members with a variety of HeadCount educational materials and easy turnkey voter resources NIVA members can share with their customers. Digital assets include everything members need for voter engagement during live streams and in venue performances, in addition to participation in Good to Vote contesting – a series of digital contests with artists and influencers that encourage people to check their voter registration status for a chance to win once-in-a-lifetime prizes and experiences. HeadCount also plans to set up ‘residencies’ in multiple venues to actively register people to vote.

“It’s clear that NIVA members’ patrons are engaged, judging from the more than 2 million emails fans sent their Congresspeople in support of the Save Our Stages Act,” said NIVA’s COO, Cody Cowan. “Our music and comedy venues, promoters, and festivals across the country can give people the opportunity to register to vote, and to remind everyone to vote in the midterms.”

"Literally millions of potential voters walk through independently-owned music venues every year. This partnership gives us an opportunity to reach and mobilize these voters at the grassroots level," said HeadCount founder and executive director Andy Bernstein. "Another exciting aspect of this partnership is the chance to work with NIVA and the entrepreneurs and music lovers within their network, as we know it's these people and their venues that form the foundation of the music industry."

NIVA, a nonprofit trade association devoted to representing the needs of independent festivals, music and comedy venues, performing art centers, and promoters, was formed in 2020 during the pandemic to fight for and win the passage of the Save Our Stages Act. The result was the historic \$16 billion emergency relief Shuttered Venue Operators Grant program.,

HeadCount registers voters at over 1,000 concerts and festivals each year and, with help of partner brands and musicians, has registered over one million voters since 2004. In 2020, more than 78% of the voters that HeadCount registered turned out to vote. HeadCount focuses on protecting voting rights by advocating for fair, accessible, and trustworthy elections, while informing voters how to navigate the barriers to casting their ballots.

For more information about NIVA visit <https://www.nivassoc.org>, and for more information about HeadCount visit <https://www.headcount.org/>.

ABOUT NIVA

Formed April 2020 at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA) represents independent music and comedy venues, promoters, and festivals throughout the U.S. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the \$16 billion Shuttered Venue Operators Grant program administered by the Small Business Administration. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States. The National Independent Venue Foundation (NIVF) was founded to further this mission by also seeking to support a transparent, competitive marketplace serving a diverse and inclusive community of artists, fans, and industry workers. NIVA is committed to equity in its support and advocacy for independent venues and seeks to create and encourage opportunities for venues, promoters, and festivals owned, operated, and staffed by people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities.

ABOUT HEADCOUNT

HeadCount is a non-partisan nonprofit organization that harnesses the power of music, culture and digital media to register voters and inspire participation in democracy. Since 2004, we have registered over one million voters through our work with musicians like Ariana Grande, Camila Cabello, Dave Matthews Band, JAY-Z and Dead & Company, and brands like Spotify, Ben & Jerry's and GrubHub. Our award-winning online campaigns have been seen over a billion times, while our 50,000 volunteers can be seen at more than 1,000 live events each year. We reach young people where they already are – at concerts and online – to inform and empower.

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