



## MEDIA RELEASE

For immediate release

### Children's Ground 'Wear it Yellow' to support First Nations communities

Children's Ground '[Wear it Yellow](#)' campaign begins today, coinciding with National Reconciliation Week.

We invite early years learning centres, schools, workplaces, community groups and sporting teams to wear yellow and fundraise in support of First Nations-led and delivered education, health, employment and wellbeing.

This week we ask you to listen to First Nations voices, stand with us and bring reform to areas that affect how we live and work on our Country. By wearing yellow and fundraising, you will directly help us realise our aspirations to build the capability and capacity of our ampe (children) to be healthy, happy, educated and employed people who can live, breathe and walk on their Country everyday, and be proud of where they come from.

In 2023, Children's Ground donors and supporters played a vital role in making change for future generations of First Nations children and families, supporting:

- 1354 children and families to engage in targeted and universal health promotion and support.
- 1126 children, young people and families to engage in cultural knowledge and practice including strengthening and revitalisation of First Languages; and
- 401 children to engage in early learning activities in their First Language and culture as well as in English.

With fundraising open until 30 June 2024, we're aiming to raise over \$250,000 to continue to support and scale First Nations-led programs and solutions across Central Australia and the Top End of the Northern Territory.

"Reconciliation Week is a time for people to reflect on the history of our country and acknowledge the violence, racism and injustices that have, and continue to be perpetrated

against First Nations people,” said William Tilmouth, Children’s Ground Chair and 2023 NAIDOC Male Elder of the Year.

“But it’s also an occasion to celebrate First Nations culture and all of the positive, strong and influential actions being taken to support our people and recognise our significance in Australia’s history and future,” he said.

“Through the Wear it Yellow campaign we’re asking schools, workplaces and communities to purposefully explore First Nations history and culture, celebrate the experience by wearing yellow, and to support and enable young First Nations people to enjoy the same privileges afforded to non-First Nations people across Australia,” he said.

The Wear it Yellow campaign runs concurrently with National Reconciliation Week, from 27 May to 3 June 2024. Fundraising can continue to take place anytime before 30 June.

The Wear it Yellow campaign is an opportunity to celebrate First Nations culture and strength, while learning about Australia’s shared histories and the fundamental need for truth-telling in our national curriculum, as well as within corporate settings.

Find out more about Children’s Ground’s Wear it Yellow campaign here:

<https://wearityellow.org.au/>

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### **Contact**

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### **About Children's Ground**

Children’s Ground is designed and led by First Nations communities who are creating a different future for the next generation of children. Every child born today should experience a lifetime of opportunity and grow up strong in their identity and culture, free from injustice and economic poverty. If all children can experience this basic right, then whole communities will be happy, healthy and safe places. **Learn more:** [childrensground.org.au](https://childrensground.org.au)