



MEDIA RELEASE

For immediate release

New song 'It's a Beautiful Day (Wear it Yellow)' shines light on culture, strength and reconciliation

A powerful new anthem created by young First Nations voices in Central Australia is set to inspire action and reflection this National Reconciliation Week. *It's a Beautiful Day (Wear it Yellow)*, produced by acclaimed artist Jimblah and featuring vocals by emerging young First Nations talents Zephie, Rosie and Teal, celebrates cultural strength, resilience and the journey toward change.

The song is a reminder that while challenges persist, strength, unity and cultural pride are forces that can light the way forward. This message lies at the heart of Children's Ground's [Wear it Yellow campaign](#), a national initiative encouraging schools, workplaces and communities to learn, act and raise funds in support of First Nations children and families.

Wear it Yellow runs during National Reconciliation Week (27 May to 3 June) and calls on Australians to wear yellow as a sign of respect and solidarity. It asks people to learn about our shared histories, celebrate First Nations culture and strength, and to take part in meaningful action towards a more just and equitable future.

Children's Ground Chair, Arrernte leader William Tilmouth said, "If you change your thoughts, you can change the world for you and the people around you. Wear it Yellow is about reflection, action and supporting children to thrive in their identity."

'It's a Beautiful Day (Wear it Yellow)' is available now on streaming platforms.

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Apple Music: <https://music.apple.com/us/album/its-a-beautiful-day-wear-it-yellow-single/1816971475>

Spotify: <https://open.spotify.com/album/5PIYYR1kvosTII6EiqljTv>

For more information about Wear it Yellow visit: <https://wearityellow.org.au/>
