



# WEAR IT PURPLE DAY 2024 FRIDAY THE 30TH OF AUGUST

## WEAR IT PURPLE DAY EMPOWERS LGBTQIA+ YOUTH TO DREAM BIG AND SHARE "YOUR PASSION, YOUR PRIDE" WITH AUSTRALIA

On 30 August 2024, 'Wear It Purple Day' will unite LGBTQIA+ youth and allies to shine a glorious light on the thousands of schools, community organisations, universities, and workplaces that are coming together to create a more inclusive future for all Australians.

By wearing purple, Australians demonstrate to rainbow young people that they are celebrated and respected, acknowledging all have the right to be proud of who they are and who they are becoming.


Originally founded by students in response to global stories of teenagers taking their own lives due to bullying and harassment, Wear it Purple Day has become an international movement of love and support.

This year's theme is "Your Passion, Your Pride", with artwork by Nicky Tsekouras, winner of Wear It Purple's Youth Action Council (YAC) Design Competition to create a campaign message and artwork in celebration of LGBTQIA+ people openly and visibly achieving their dreams in sport, art, science and more!

Tor Adams, from Wear it Purple's Youth Action Council, said: ***"For young people who identify as LGBTQIA+, the theme "Your Passion, Your Pride" is an empowering and affirming rally cry to express their true selves to the world and chase their dreams. It's time for rainbow youth to see and feel a positive surge in successful, happy role models from the LGBTQIA+ community who are living proof it's possible."***

***"Not only is Nicky a talented visual artist, they embody "Your Passion, Your Pride". Nicky has been awarded and celebrated for creating community in all they do, from high profile art initiatives, to social impact events and volunteering, so they will no doubt inspire LGBTQIA+ youth and allies with the theme and their own personal accomplishments this Wear It Purple Day,"*** added Tor Adams.

Brenna Harding, President, Wear it Purple, commented, ***"At Wear it Purple we believe that providing space and visibility to spotlight the inspiring achievements of the LGBTQIA+ community can change lives. Celebrating the impassioned and powerful accomplishments of LGBTQIA+ role models allows rainbow youth – and Australian's at large – to dream of brighter and more inclusive futures. It's a privilege to support our Youth Action Council in taking this theme of positivity nationwide."***



To play an active role in celebrating and supporting Wear It Purple Day in your school, community organisation, university, or workplace this year:

- **Speak to your School:** To see how they plan to celebrate Wear it Purple day and the policies, practices they have in place to create supportive and safe spaces for students and teachers.
  - **Do your research:** Jump onto great sites like ours or some of our community partners to learn more about topics like pronouns, coming out, supportive affirming conversation and gender identity to name just a few.
  - **Host or attend panels and keynote Events:** The power of storytelling and visibility enables rainbow youth to connect to community and empowers allies to be changemakers in their own environments.
  - **Prioritise key issues through established pride employee network groups:** Champion topics like pronouns, gender affirmation and identity, inclusive language and active allyship.
  - **Continue courageous conversations:** Go beyond Wear It Purple Day to create safety in classrooms and workplaces across the country.

Visit [www.wearitpurple.org](http://www.wearitpurple.org) for more information, resources, merchandise and donations.

## ABOUT THE ARTIST

### **Nicky Tsekouras (They/Him/Her)**

Nicky Tsekouras is celebrated multidisciplinary visual artist and workshop facilitator. They inspire creativity and bring community together, particularly through their work with young people.

Nicky's college workshops and art initiatives focus on expression, identity and community to create safe spaces and open environments where young people can freely express themselves.

Nicky's talents have been recognised community wide, most notably as winner of The Yarra Community Awards 'City of Yarra Citizen of the Year 2022', which honours the everyday heroes who make outstanding contributions to the community.

Nicky continues to make impact in their community as a previous Yarra Youth Services Artist in Residence and through their exhibition organisation, Zap Exhibitions (@zapexhibitions), that curates a series of art shows focused on profiling minority groups, including emerging artists, queer, gender diverse, BIPOC, deaf and disabled people.

Nicky's passion and commitment to creating community in all they do, from art, to social events and volunteering, makes Nicky a powerful role model for LGBTQIA+ youth this Wear It Purple Day.