

# First nations X Factor winner to perform in Mackay during NAIDOC week

**M**ACKAY District NAIDOC week celebrations will kick off 10am Monday July 5, with a flag raising ceremony at Mackay Regional Council. The celebrations are returning to the popular month of July, after the 2020 postponement to November due to impacts and uncertainty following COVID-19.

The Mackay NAIDOC committee are thrilled to welcome the most streamed First Nations pop artist in the world, Isaiah Firebrace, to the week of events. Well known for his win on The X-Factor in 2016, Firebrace's appearance on Network 10's 2020 season of The Masked Singer left Australia guessing who was behind the mask, with only Jackie O correctly guessing his identity.

Firebrace's Eurovision Song Contest 2017 song 'Don't Come Easy', has surpassed 14 million streams on Spotify. His recent release, 'Blame on Me' is gaining momentum on streaming services and is set to be another chart topper.

Behind this glamour and fame, however, is a story of hardship fans respect and admire. Growing up on the banks of the Murray River, Firebrace went without essentials during his youth, to ensure the family could afford his weekend vocal lessons. Firebrace's dedication to his art has paid off and is now a signed artist with Sony Music Australia.

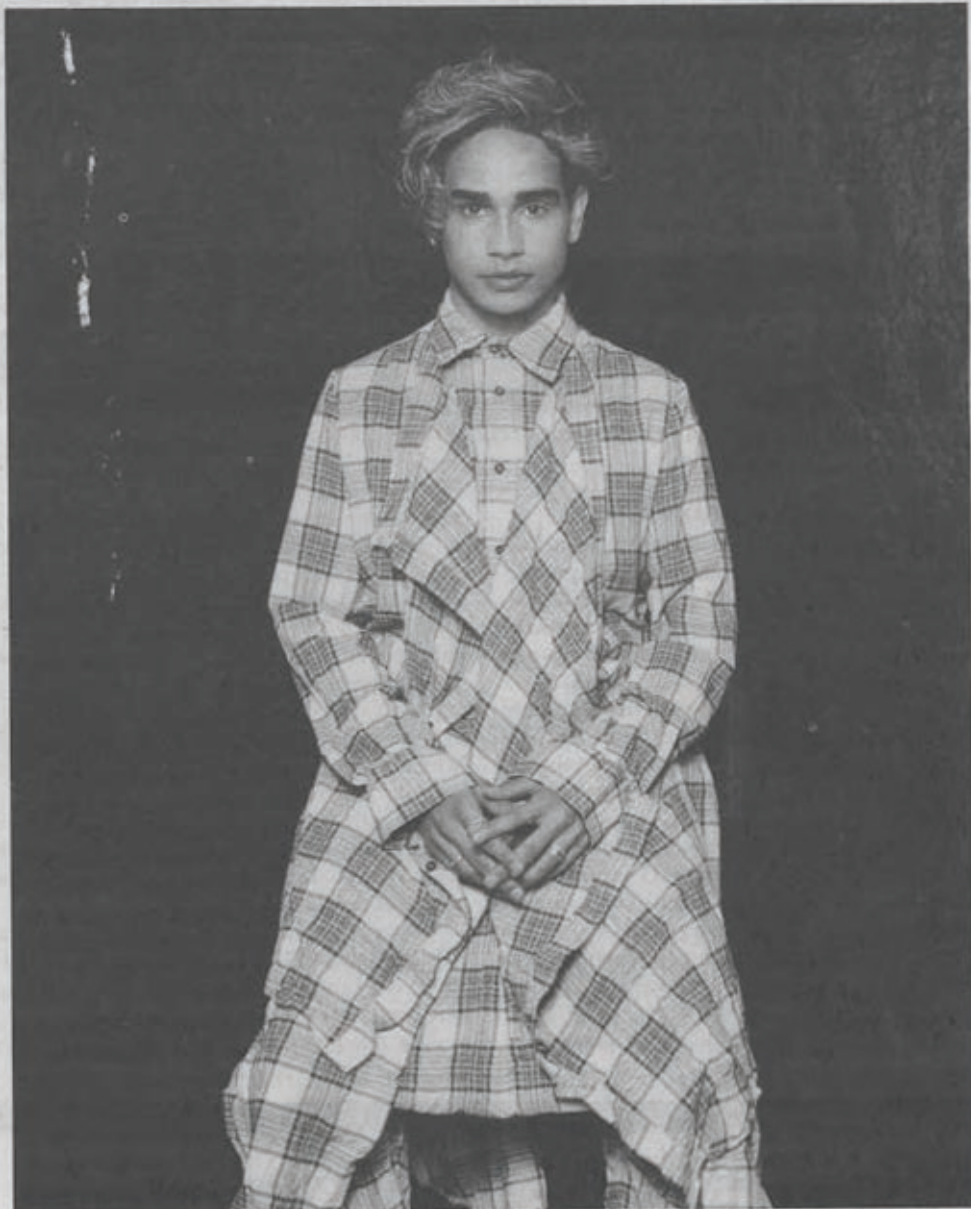
"I'm just this guy from a little country town but if I can keep doing what I love to do and bring music to the world then I know I'm on the right path," said Firebrace.

Firebrace's performance during NAIDOC week will take place on Saturday 10 July, at the Mackay Entertainment and Convention Centre (MECC).

"I am looking forward to visiting Mackay and being a part of the NAIDOC week celebrations."

"NAIDOC to me is very important, because it's the opportunity to share culture, share stories and shine a light on who I am as a person," he said.

📞 **For more information on Firebrace's visit to Mackay, visit [www.themecc.com.au](http://www.themecc.com.au)**



Isaiah Firebrace will be performing in Mackay for NAIDOC week. PHOTO: Supplied