



Media Release

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FEELING GOOD RELEASED BY AZURE RYDER, SOUNDTRACK BEHIND SYDNEY AND NEW SOUTH WALES' TOURISM CAMPAIGN

Destination NSW has partnered with Australian singer-songwriter Azure Ryder to officially release the track to its latest campaign - 'Feel New'

Australian singer-songwriter Azure Ryder has released her version of Nina Simone's 1965 hit *Feeling Good* in partnership with Destination NSW, to coincide with the launch of its Sydney tourism campaign, '[Feel New Sydney](#)'.

Feeling Good by Azure Ryder is available today across all official streaming services, with the official video to be released later this month – listen [here](#).

Minister for Jobs, Investment, Tourism and Western Sydney and Minister for Industry and Trade Stuart Ayres said the new campaign for Sydney sent a strong signal that the city was open for business and ready to welcome back visitors.

"Our *Feel New Sydney* campaign is inviting everyone back to our beloved city so they can experience it like never before," Mr Ayres said.

"Sydney is the beating heart of our state and promises our visitors an experience unlike any other with the power to inspire and reinvigorate. Whether it's Sydney's world class restaurants or its glittering coastline, vibrant nightlife or abundant national parks – there is no shortage of ways to feel new in in our city.

"The new Sydney-focused campaign will help us achieve our goals in the Visitor Economy Strategy 2030 by inspiring visitors to come and experience Australia's only truly global city."

Azure Ryder said her recording of *Feeling Good* pays homage to the many vibrant sides of Sydney and the abundance of the city's natural wonders and rich culture.

"Sydney has a very special place in my heart - from my time growing up on the Northern Beaches to the city's thriving arts and culture scene, I'm so excited to be able to release *Feeling Good* to celebrate everything this incredible state has to offer," Azure said.

"I'm thrilled to be working with Destination NSW on its new campaign. Sydney is a place I hold close to my heart and I am honoured to be involved to help bring attention to Sydney and NSW by releasing a track that will inspire people to visit and help to reinvigorate businesses across the state."

The release of *Feeling Good* supports Destination NSW's *Feel New Sydney* campaign which aims to drive awareness and visitation to the NSW capital and support the NSW Government's Visitor Economy Strategy (VES) 2030 to make NSW the premier visitor economy of the Asia Pacific, and boost visitor expenditure by \$65 billion.

Listen to the *Feeling Good* track [HERE](#) and view the *Feel New Sydney* campaign [HERE](#) and follow Azure Ryder on [Instagram](#), [Spotify](#) and [Facebook](#).

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NOTE TO EDITORS:

Media Assets:

Click [HERE](#) to listen to *Feeling Good* by Azure Ryder.

Click [HERE](#) to watch the *Feel New Sydney* 30 sec TV spot.

Click [HERE](#) to watch the Azure Ryder 15 sec teaser video.

Click [HERE](#) to download key assets.

About Destination NSW

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney (BESydney) with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

About Azure Ryder

Singer-songwriter Azure Ryder burst onto the music scene in early 2020 with the release of her debut EP 'Running with the Wolves'. The release came off the back of a cosmic connection to being represented by Tap music management, after a chance meeting at a music festival. Her second EP, 'Crazy With The Light', followed later that year. For her debut releases, Azure received plaudits on these shores from the likes of the BBC, Sunday Times, Notion, BBC Radio 1, and triple j. Her debut single, 'Dizzy', peaked as the most played track on Australia's triple j. Ryder later received this same honour on 'Some Kind Of Love', the lead single from her recently released third EP 'Ladder to the Moon'. December 2020 saw her make her debut live shows, selling out four shows in Sydney. With only three EP's under her belt, Azure has already amassed over 32 million global streams