



WE BELIEVE IN YOU - THE NEW SINGLE FOR THE WORLD CUP FROM ANTI BULLYING CAMPAIGNERS "THE COMMON TATERS"

PRESS RELEASE – June 16th 2026

Link to single –

https://rightrack.disco.ac/playlist-new/29566344?date=20260608&user_id=45506&signature=ANqQ-MRKJgrmP0-XO1fMCmPU-Ks%3AjdR6fdCq

A major new music campaign inspired by England's football journey and the growing crisis of online bullying is being launched on June 17th - the day England's senior team makes its debut at the 2026 World Cup – with the release of one of the catchiest and most anthemic songs of 2026. The single – tipped to be the surprise anthem for the World Cup - brings together football, music, mental health experts and hundreds of young singers and signers in one powerful message:

“We Believe In You”

The campaign combines an anthemic football record with a national conversation about the impact of bullying, trolling and online abuse of from players and performers to schoolchildren of all ages.

The single will be released through Right Track/Universal and is backed by a wide range of charities, schools and colleges including LIPA and the Anti-bullying in Schools campaign which is a growing movement based in Liverpool.

The record features Atomic Kitten's Natasha Hamilton with 500 Popvox community choir singers in a unique collaboration with Liverpool's Signing Choir and includes cameos from magician Dan Rhodes and rapper MC Tunes, creating a mass expression of support designed to be sung, signed and shared.

The song's message is in its hooks, “They think it's all over”, “Contrary to popular opinion” and “Just tell us what you want and we'll do it”, but it is the chorus that really qualifies it as an anthem...

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Built around the simple chant: “We Believe in You”, it is designed to be an urgent call to action, aiming to harness the energy of football crowds into a wider statement about collective support, resilience and belonging.

Ishbel Straker is a leading mental health expert and Justice campaigner who was called in by Liverpool Football Club to help their first team, women’s and youth teams players deal with the emotional damage caused by bullying and online trolling.

She knows first hand that it’s a problem that affects every victim, from young people in schools, right up to elite athletes performing under intense public scrutiny.

“Too many people suffer in silence after being targeted online,” said Straker. “This campaign is about reminding people that there are thousands standing behind them who believe in them, support them and want them to succeed.”

Natasha Hamilton described the single as:

“A song about how collective positivity can overpower toxic negativity. You can already hear the crowd singing it — it’s such a powerful message which will resonate with so many people.”

Emma Nowell, Popvox CEO, said:

“A large percentage of our membership are school teachers, and we know anti-bullying is becoming a priority for schools. We will be performing this song throughout the campaign in venues across the UK”

Catherine Hegarty is the teacher who leads the anti-bullying in schools campaign...

“It was great to collaborate with Popvox on the single. We Believe in You is a great song promoting Anti-bullying alongside Deaf Awareness, Diversity and Inclusion all of which are at the heart of the work we do with the many schools we work with for the Anti-Bullying Schools Project & our Community Projects.”

Uniquely, the campaign also explores the emotional roots of bullying itself, encouraging conversation around isolation, mental health and the cycles of pain that can lead people to attack others online.

Alongside the single release, the campaign will feature short films, including the collaboration between the choirs, supporter activations and community storytelling projects designed to encourage people to choose support over condemnation, both online and in everyday life. With a campaign lasting right up to November 26th, the start of world anti-bullying week, the team are aiming to create real sense of sharing information, with over 100 teachers already contributing their experiences.

The Common Taters, the band behind the song, said, “Let’s give England the best chance of winning the 2026 World Cup by removing the toxic online trolling which really hurt them last time. ”

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We can then take that same message to the classrooms and fan forums and give bullies the red card all over the country.”

“We Believe In You” aims to become more than a football song. It aims to become a national statement about the kind of supporters – and the kind of society – people want to be part of.

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SINGLE SLEEVE ARTWORK



RELEASE DATE: 17/06/2026

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