



EVENT ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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Mehregan Persian Autumn Festival

SAN ANTONIO, Texas— San Antonio Persian Cultural Society (dba, MEHR Foundation) is proud to announce the date for their second annual Mehregan Autumn Festival in celebration of Persian (Iranian) arts and culture. This year the festival will be held at the historic La Villita Village & Arneson Theater on the Riverwalk, on Sunday, October 16, 2022 from 12 to 6 pm.

Mehregan is one of the oldest celebrated festivals, dating back to the 4th century BCE. Ancient Persian civilization recognized Mehregan as a name-day and harvest festival. Today, it has taken on a new role—a means for celebration of culture and arts. MEHR Foundation has partnered with Iranian artists locally and elsewhere to celebrate this ancient festival. The day's festivities will include a vendor market, food, art exhibits, kid's activities, poetry reading, Persian tea house, and live performances.

MEHR Foundation was founded by its Board of Directors in November 2018 and has already been host to numerous events. During the 2020 pandemic, the foundation hosted food drives, partnered with SA Metro Health to assist with vaccine registration, assisted the Census Bureau with their count, and continues to be a resource for the community at large.

The festival is registering vendors, volunteers and sponsors. For more information and details about the festival visit MEHR Foundations [Facebook](#), [website](#) or [Eventbrite](#) page. The organization hosts each event with its mission statement at heart, "to celebrate and promote Persian culture and arts."

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About Us

MEHR Foundation is a non-political, non-religious and registered 501(c)(3) non-profit organization. The goal and mission of MEHR is to celebrate and promote Persian arts and culture.

Mehr means love, affection, sun and friendship in the Farsi language. It is also the seventh month of the Solar/Shamshi calendar, the official calendar of Iran and Afghanistan. Persia was historically the common name for Iran. During the 1930s the government adopted the term Iran, the endonym of the country, in formal correspondence. The name "Īrān" is first attested in the Avesta as "airyānəm" (composed in Avestan, an old Iranian language spoken in northeastern Greater Iran, present day Turkmenistan and Tajikistan).

The first dynasty of the Persian Empire was established by Cyrus the Great in 550 BC. The empire stretched from present day India into Turkey and parts of North Africa. The Persians contributed much to civilization: the first human rights charter, algebra, postal service, poets, backgammon, and even the refrigerator.

The organization was founded by three Iranian-American residents of San Antonio. Today, a three-member Board of Directors and an eleven-member Advisory Board manage the organization. MEHR Foundation celebrates Persian culture as a whole and welcomes everyone to participate in our events and activities in San Antonio.