



EVENT ANNOUNCEMENT

FOR IMMEDIATE RELEASE
September 13, 2023

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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 third annual Mehregan Autumn Festival in celebration of Persian (Iranian) arts and culture. The festival, free to the public, returns to the historic La Villita Village & Arneson Theater, on Saturday, September 30, 2023 from 3:00 to 7:00 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 to celebrate this ancient festival. The day's festivities will include a vendor market, food, art exhibits, and live performances. The festival will also highlight Persia's rich history of poetry led by Iranian television, theater and cinema legend, Ardavan Mofid. In an effort to unite local communities, Mehr Foundation will be joined by Ukrainian SA, World Affairs Council, Raindrop Turkish Foundation and Armenian Society of SA in celebration of culture commonalities and history.

MEHR Foundation was founded in November 2018. During the 2020 pandemic, the foundation hosted food drives, partnered with SA Metro Health to assist with vaccine registration, assisted the Census Bureau, and continues to be a resource for the community. Throughout the past 12 months, Mehr Foundation hosted events focusing on the Woman Life Freedom movement in Iran and globally. The organization addressed the Mayor and City Council in 2022 on behalf of San Antonio Iranians, and received a proclamation celebrating the Persian New Year in March of 2023.

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

12951 Huebner Road #780573, San Antonio, TX 78230
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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. Our logo is a combination of the sun centered around the face of an ancient Persian king silhouette.

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 "airyānām" (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 and the Balkans. 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, female, 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.



Persian Autumn Festival 2023

Mehregan

مهرگان

Saturday Sept 30th | 3-7 pm
La Villita Historic Village

Live Music & Dance Performances | Food | Art | Vendor Market
www.mehrfoundationsa.org



Sarmad Mahmood



Ardavan Mofid



Parissa Naini



Parastoo
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