



March 11th, 2022

The President

The White House

1600 Pennsylvania Avenue NW Washington, DC 20500

Dear Mr. President,

As the celebration of Nowruz (the Persian New Year) approaches, we the undersigned Iranian American organizations are writing to encourage you to record a video greeting wishing the people of Iran, the Iranian American community and all those who observe this holiday a prosperous new year.

Nowruz, which translates to "new day," marks the traditional Iranian New Year and dates back more than 3,000 years." Nowruz celebrates the arrival of spring and occurs on the vernal equinox which will happen on Sunday, March 20th, this year. Nowruz is observed by more than three hundred million Iranians and other nationalities all over the world. Closer to home, more than one million Iranian Americans of all backgrounds, including those of Baha'i, Christian, Jewish, Muslim, and Zoroastrian faiths, are taking part in Nowruz.

Nowruz symbolizes a time of renewal and community, it harkens the departure from the trials and tribulations of the previous year, and it brings hope for the New Year. During his time in office, President Obama released several video greetings to the people of Iran in celebration of the holiday. Nowruz offers the occasion to enhance U.S. public diplomacy by speaking directly to the Iranian people and highlighting the noteworthy contributions of Iranian Americans to American society.

We ask that you please join Iranian Americans in recognizing Nowruz, the Persian New Year, by recording a video greeting.

Thank you for your consideration of this matter.

Respectfully,

[The Public Affairs Alliance of Iranian Americans](#)

[PARS Equality Center](#)

[Iranian American Bar Association](#)