



“Be Part of the NowRuz Celebrations at the Los Angeles County Museum of Art on March 14, 2010”

Dear Farhang Foundation Friend,

Farhang Foundation in collaboration with the Los Angeles County Museum of Art, an art institution of international stature as well as a vital part of Southern California, are proud to host the **2nd Annual NowRuz, Iranian New Year** program.

Celebrating the beginning of Spring in harmony with the rebirth of nature, this very special event will take place at LACMA on **Sunday, March 14, 2010**, from 11 a.m. to 5 p.m. The free-of-charge festivities, attracting hundreds of members of the public, will include:

- display of “Haft Sîn or the seven 'S's”; a major tradition of Nowruz
- youth programs
- live Persian music and dance performances
- poetry reading from the *Shahnameh*
- special awards presentations and much more.

At Farhang, our mission is to celebrate and to promote the study and research of Iranian art, culture and history for the benefit of the community at large; we hope that you will join us in this effort and support this program.

We would like to invite you to become a supporter of this program by placing a **“NowRuz Greeting Message”** sponsorship page in the event program booklet.

The contribution to include a **“NowRuz Greeting Message”** sponsorship is \$500 per page.

Space is limited. Restrictions apply. Deadline to submit artwork is **February 1, 2010**.

Please contact info@farhang.org or 310-779-8489 to participate.

Sincerely,

Farhang Foundation Nowruz Committee