

*Promise me you will always  
remember:  
You are Greater than you  
believe,  
Stronger than you seem,  
Smarter than you think*



hello  
spring

## Dear boys and girls,

As you probably know Nowruz is an ancient national feast of Iranians held each year not only in Iran but also in the lands to which Iranians have migrated since centuries ago. This feast, which has continued to have a deep connection with people and also proved the great influence of the Persian or Iranian culture.



In fact, Nowruz is not only celebrated in Iran but is also honored and celebrated in other lands like Central Asia, Caucasus, Iran's neighboring countries including Iraq, Turkey, Pakistan, Afghanistan, the countries of the Southern part of the Persian Gulf, and also in the Balkans and the Indian Subcontinent; where the Iranian culture has found a place. Therefore, as it can be noticed, Nowruz has gone beyond the geographical borders of Iran and has embraced vast areas in the world.

Nowruz, in the Iranian Culture

In every culture, the beginning of each new year is celebrated with a special custom. Yet in the Iranian culture, new year celebrations begin several days earlier adding to its attraction

by involving special arrangements and preparations.

In fact, we can say that Nowruz customs and traditions are of particular importance for the Iranians as they believe this festivity can have very good effects on the cultural relations among nations and promote greater friendship and unity among them. Thus, because of many cultural customs and values by these nations, Nowruz can also promote greater economic, cultural, and political ties between countries.

Certainly, being deeply rooted in history and in human values, Nowruz celebrations and its value-based concept can bring about closer cultural cooperation and improve the social relations and communications among the



nations, giving them a strong collective identity and shaping and promoting common interests. Nowruz gives the message of love and care for human beings, can create unity, and guard the nations' cultural identity.

So, Nowruz is among the most significant festivals of the world nations and that is the reason it has kept its attractions for many centuries now.

Alhoda International Cultural, Artistic & Publishing Institution, has, as in the last year, published a special issue of Zam Zam in order to introduce Iranian culture to other world nations.

We hope our efforts would be a step towards the achievement of the goal of world peace and unity! Happy Nowruz! Happy Spring!

**Mohammad Assadi Movahed**

