



**MEHREGAN 2010**  
September 25 - 26  
Lakeside Lagoon, Irvine  
Orange County, California



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**The 14<sup>th</sup> Annual  
Persian Festival of Autumn in Orange County  
11 am - 11 pm  
September 25 - 26, 2010**

**A Celebration of Love, Knowledge, and Commitment**

Irvine, California – May 25, 2010 – The 14<sup>th</sup> Annual Persian Festival of Autumn (Mehregan) will be held at the Lakeside Lagoon Park in Irvine, California on Saturday and Sunday, September 25 - 26, 2010.

Mehregan 2010 is dedicated to the poet Ferdowsi (Ferdoesi), in celebration of the millennium anniversary of his masterpiece *Shahnameh, The Epic of Kings*. Ferdowsi revived the Persian language in this timeless, patriotic tale of heroism that promotes humanity, freedom, and liberty with a message of peace and harmony. The organizing committee of Mehregan invites the entire community to participate and rejoice the spirit of *Shahnameh* at Mehregan 2010.

Since 1994, volunteers from several organizations in Southern California have gathered annually to create an extraordinary outdoor family event that includes an array of activities such as arts & crafts, music, poetry, live performances, dance, children's activities, and ethnic food. The number of participants has grown steadily over the years to more than 20,000 attendees.

Mehregan is a celebration of the mythical Goddess Mehr (Mitra) and her triumph over ignorance in the name of love, knowledge, and commitment. Mehregan is also a tribute to nature, a change of seasons, and a time of thanksgiving. It has been celebrated for the past 6,000 years in the land of Persia.

Mehregan is a non-profit, non-political, and non-religious event organized by the Mehregan Organizing Committee of NIPOC and volunteers from other organizations within the community.

***Mehregan 2010 Organizing Committee of Orange County***