



JULY 6, 2025

90th birthday of HH the Dalai Lama

WORLD TIBET DAY / WORLDTIBETDAY.ORG

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Dear Tibet Supporter/Tibet Support Group,

We are reaching out regarding the upcoming World Tibet Day (WTD) celebrations happening across the globe on July 6, 2025, in honor of His Holiness the XIV Dalai Lama's 90th birthday.

World Tibet Day was initiated in Chicago in 1997 at an informal meeting between Tenzin Choegyal, the Dalai Lama's younger brother and Richard Rosenkranz, a Pulitzer Prize nominee in history and a former correspondent from the US Senate. Rosenkranz proposed the concept of WTD, saying it could become an annual worldwide event, designed to help the Tibetan people regain essential freedoms. He also suggested this event could be a way to showcase and celebrate the unique value of Tibetan culture and thought. Enthusiastic about the idea, Tenzin Choegyal suggested WTD should be held in July, linked to his brother's birthday – in order to increase potential support among Tibetans. Believing that the proposed event held great promise, they offered the idea to His Holiness – who gave them his blessing and his warm support.

The event was created with three main goals: first to create an annual worldwide event to help restore essential freedoms for those living in Chinese-occupied Tibet; second to increase awareness of the genocidal threats to the Tibetan people; and third, to celebrate the unique beauty and value of Tibetan culture and thought. Founded in 1998, WTD has grown into one of the most important events on the Tibetan calendar.

Making World Tibet Day Events: One of our major goals when we founded World Tibet Day was creating an event that would build much greater support and awareness for the Tibetan cause while at the same time celebrating Tibetan culture. And we wanted to make an occasion that would attract Tibetans, Tibet supporters and the general public – thereby hopefully widening the base of the Tibet movement.

One way we did that was by linking WTD events with observances honoring the birthday of the Dalai Lama. And with the approval and support of His Holiness, we've been holding WTD events on or near the same day that Tibetan communities are honoring the Dalai Lama's birthday. In most cases, Tibetan communities hold private religious services in the morning, and then in the afternoon, they hold their traditional picnic while observing WTD at the same time.

We deliberately constructed World Tibet Day as a multi-faceted event – one that appeals to the public in a variety of ways. And for those of you who want to help organise a WTD observance in your area, there are some fairly easy steps to follow. First you need to contact the closest Tibetan Association that is putting on a WTD observance and offer your help. Secondly, you need to choose one of the many facets of WTD events that appeal to you – including the following:

Raising Awareness Through the Media

- 1) Writing media releases about World Tibet Day (WTD) and about the birthday of His Holiness the Dalai Lama, and everything he represents as a Nobel Laureate and a spiritual leader
- 2) Using your own media releases or downloading and downloading Tibet reading materials from the World Tibet Day website and sending these releases to newspapers, radio stations, TV stations and wire services
- 3) Repeatedly telephoning reporters and assignment editors in advance of the event – both to publicize and promote World Tibet Day, while at the same time raising public awareness of Tibet-related issues.

Celebrating Tibetan Culture by Creating an Afternoon or Evening Festival During World Tibet Day

- 1) Contacting musicians, dancers and other artists to celebrate and showcase Tibetan culture
- 2) Helping to organize musical performances and artistic presentations as part of World Tibet Day – from Thangka painting, demonstrations of Tibetan calligraphy etc.

Organizing Speeches and Presentations on the Issue of Tibet

- 1) Contacting informed celebrities and local politicians and inviting them to come to the event to speak about general issues of human rights and religious freedom and in particular about Tibet issues
- 2) Helping to organize showings of a Tibetan film or even a small Tibet film festival
- 3) Helping to set up an exhibition of Tibet photos or thangkas
- 4) Helping to organize a slide show and lecture about Tibet.

Setting up World Tibet Day Information Tables

- 1) Contacting Tibet Support Groups and Human Rights Groups and inviting them to set up information tables at the event.
- 2) Showing films about His Holiness as part of World Tibet Day celebrations honouring his birthday
- 3) Talking about His Holiness Dalai Lama's life and emphasizing everything the Dalai Lama represents and symbolizes as a spiritual leader, as the exiled leader of Tibet working tirelessly for his people, and as a Nobel Peace Prize Laureate.

Interfaith Outreach for Tibet

Contacting religious and spiritual leaders, giving them Tibet materials and Interfaith Call for Tibet and encouraging them to hold interfaith services linked with World Tibet Day advocating a restoration of religious freedom and human rights in Tibet.

Please send us your World Tibet Day report and photos after the event. We wish you all the best with your initiatives. Thank you!

Team World Tibet Day

