

Las Vegas Family Church puts up Billboards to Promote True Mother's Memoir

Ken Doo
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On Monday, July 6, six billboards advertising Dr. Hak Ja Han Moon, known as the [Mother of Peace](#), debuted alongside the landmark 'Welcome to Fabulous Las Vegas' sign on South Las Vegas Boulevard. Thousands of people driving on the infamous thoroughfare can now see the consecutive billboards, featuring Dr. Moon's memoir and a message of peace. "This is truly amazing," said Rev. John Jackson, Family Federation for World Peace and Unification (FFWPU) USA southwest regional director. "These billboards are timely and powerful, and also give the Mother of Peace exposure to so many people."



Dr. Moon, who co-founded FFWPU with her late husband Rev. Dr. Sun Myung Moon, has spent several decades working toward global peace through numerous peacebuilding initiatives worldwide. Las Vegas resident and Unificationist Kyoko Yamaguchi was inspired to promote the Mother of Peace and her [recently published memoir](#), *Mother of Peace: And God Shall Wipe Away All Tears from Their Eyes*.

"The billboards are a way to advertise the Mother of Peace on a large scale and Kyoko felt a strong inspiration to do that," said Rev. Jackson. "You can't go to Las Vegas now without seeing them."



Many city businesses and casinos reopened in mid-June after the COVID-19 pandemic, generating more traffic flow where the billboards are located just before the Las Vegas Strip. One billboard features the title and cover picture of Dr. Moon's memoir, while three other billboards separately show the words: 'Forgive,' 'Love,' and 'Unite' USA. Two more billboards read, 'God is our Heavenly Parent. We are One Family!' and 'Let us build Heavenly Parent's Holy Community,' alongside a picture of Dr. Moon and her husband, affectionately known as True Parents.



"We are all God's children and He is our Heavenly Parent," said Rev. Ken Doo, pastor of Las Vegas Family Church. "The world, including America, is experiencing many problems and a solution is needed. We have to work together as one family under God and the Mother of Peace is working hard to accomplish this, where everyone can forgive, love, and unite to bring peace."

The billboards echo the words of the late Rev. Moon, who gave a speech called [Forgive, Love, Unite](#) after

the Watergate scandal in 1973. It's a message that remains relevant years later, prompting Yamaguchi to raise enough money for the billboards through private donations. "Normally this would have cost a fortune," said Rev. Jackson. "But the billboards were at a reduced rate because of the pandemic and we had quite a few people who wanted to donate toward such a worthwhile message. 'Forgive, love, and unite' is what the world needs right now. It's the right message for this time in America and the billboards look beautiful."

Revs. Jackson and Doo worked together on the design of each billboard, choosing to keep the artwork and message simple. "We decided to keep everything the same for both sides of the billboards; that way, it captures the attention of people on either side of the road," said Rev. Jackson. It's also not the first time a billboard has been purchased by Yamaguchi, who spearheaded efforts to get one in 2010 when Rev. Moon published [his autobiography](#), *As a Peace-Loving Global Citizen*. "This is one of the things we can do to let people know about True Parents," said Rev. Jackson. "Even if it is just an introduction that makes people aware of their work toward world peace."

