

The third anniversary of True Father's ascension Described in the Korean Media

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An article on the Sunhak Peace Prize award ceremony by the JoongAng Daily

With the theme, "Let's Connect the World with Peace," about forty commemorative events for the Third Anniversary of the Universal Seonghwa of the Reverend Sun Myung Moon took place centering on each regional headquarters and providential institution, especially the FFWPU International Headquarters, the FFWPU-Korea Headquarters and the HSA-UWC-Japan Headquarters.

The media reports surrounding the third ascension anniversary shed new light on True Parents' ideology of peace and achievements in their activities for world peace. The result from the Family Federation point of view is that the media has become clearly aware that though the third anniversary of True Father's ascension has passed, it is continuously propelling worldwide peace activities centered on True Mother.

Foremost, before the third anniversary at the end of August, a press conference was held with the Korean Family Federation president, Kyeong Seuk, Lu and journalists who cover stories for daily newspapers.

President Lu quite plainly introduced the various events taking place in commemoration of the third anniversary, which was held in the Republic of Korea, the fatherland of faith. The journalists honored the Third Anniversary of the Universal Seonghwa of the Reverend Sun Myung Moon and True Parents' achievements for world peace. They took deep interest in the various events such as the First Sunhak Peace Prize, which was enacted to enhance and develop noble will and spirit, and Peace Road 2015, which local members and friends of our movement conducted in 121 nations as expressions of the wish for Korean reunification and world peace. President Lu also introduced the ascension anniversary in more detail through special interviews with daily, weekly, and monthly newspapers.

Related articles lit a flare that let the nation know about the third anniversary of True Father's ascension in a number of newspapers such as the JoongAng Daily News, the Dong-A Daily News, the Korean Daily Report, the Munhwa Ilbo, the Kyunghyang Shinmun, the Maeil Business Newspaper, the Korea Economic Daily, the Business Herald, the Yonhap News Agency, the Weekly Kyunghyang, the Monthly JoongAng and the web site, Newsis. The Maeil Business Newspaper quoted President Lu under the headline, "A Religion the Local Society Will Acknowledge." "We will become the religion which the local society will acknowledge and desire. We will strive to become a religion that the citizens need and that is supportive of national interests. We have been maintaining an annual 5-6 percent growth rate in membership around the world."

Media Reports Recognize True Parents' Achievements

Through the third anniversary of True Father's ascension, for the first time, a significant event of ours has been displayed to the world. The Sunhak Peace Prize, which was enacted to enhance and develop True Parents' noble will and spirit and honor their achievements for world peace, was a meaningful moment in which True Parents can be recognized as people who love the world more than anyone else does. Especially as climate, environment, and food problem are becoming issues effecting future generations, the media acknowledged the Peace Prize as significant even just for selecting the Kiribati President Tong and Dr. Modadugu Gupta of India as co-recipients of the first Sunhak Peace Prize.

These results were proven through media reports. The First Sunhak Peace Prize Award Ceremony received spotlight attention in Korea from broadcasting stations such as KBS (two times), SBS (two times), MBC (three times) as well as YTN, JTBC, MBN, SBSCNBC. It was also reported in newspapers such as the Chosun Ilbo, the JoongAng Daily Newspaper, the Hankyoreh Shinmun, the Seoul Shinmun,

the Munhwa Ilbo, Maeil Business Newspaper, the Korea Economic Daily, the Seoul Economic Network, the Business Herald, the AJU Business Daily, the Segye Times, the Yonhap News Agency, and Newsis. In addition in weekly and monthly newspapers such as Weekly Chosun (two times), Weekly Dong-A, SisaIN Live, the Weekly Hankook, Shindonga, Weekly JoongAng, Forbes Korea, the significance of the enactment of the Sunhak Peace Prize and information on the first laureates were reported in detail.

Through the media reports the First Sunhak Peace Prize Award Ceremony was placed before the world as an independent peace prize reflective of True Parents' ideology of peace and life achievements. It was also promoted extensively as a world level peace prize that presented a new vision for future peace. To the Korean media, the Sunhak Peace Prize was named after True Parents as a result of the concentrating their heart and soul for world peace.



An article covering the third anniversary of True Father's ascension on TVchosun

In addition, Peace Road 2015, which began in Las Vegas in the United States; Santiago, Chile in South America; and the Cape of Good Hope in the nation of South Africa in Africa, simultaneously on May 30 was successful. A hundred and twenty-one nations took part in Peace Road as they hoped for the reunification of Korea and world peace. On August 30, the day of the third anniversary of True Father's ascension, the event successfully concluded their 93-day effort at the Seoul Gwanghwamun Plaza with a Korean National Assembly event. On November 10, 1981, True Parents presented the

International Peace Highway at the International Conference on the Unity of the Sciences. This holds providential significance in that they then toured a hundred and twenty nations, proclaiming the importance of the International Peace Highway to people on all social levels including global opinion leaders.

Various media also reported on Peace Road 2015's launching ceremony and conclusion ceremony: KBS, SBS, MBC, the JoongAng Daily Newspaper, the Yonhap News Agency, Newsis, News1, Ilgan Today, Money Today, and President. Many people participated in Peace Road 2015, which was created so that members all over the world could participate in a project as they commemorated True Father's ascension anniversary. It was even more meaningful as True Mother declared that it had concluded successfully.

The climax of the approximately forty commemorative events held for the third anniversary of True Father's ascension was the main event itself. This event was truly a time for members to look back on True Parents' teachings, love and achievements and resolve to follow their examples and teachings to establish a peaceful Cheon Il Guk. The main event was reported about in the following: KBS, SBS, TV Chosun, Channel A, JTBC, MBN, Yonhap News TV, YTN, OBS, the Chosun Daily Newspaper, JoongAng Daily Newspaper, the Korean Daily Report, the Seoul Shinmun, the Hankyoreh Shinmun, the Kyunghyang Shinmun, the Segye Times, Maeil Business Newspaper, the Seoul Economic Network, the Business Herald, the Asia Economy Daily, the Yonhap News Agency, Newsis, the Huffington Post, the Daily Hankook, the Korea Herald, Korea Times, the Kyodo News, E Today, Money Today, and Daily Sports.

The media also paid close attention to the letter of condolences and flowers sent in the name of Kim Jeong Un, the First Chairman of the North Korea National Defense Committee. True Parents' devotion toward NorthSouth unification could also be reconfirmed through True Father and Kim Il Sung, the founder of the Democratic People's Republic of North Korea having had a face-to-face meeting in 1991. Recently North Korea and South Korea are in a period in which they are perhaps moving toward reconciliation and away from their cold-war mentality. Thus, the media reports may engrave the important roles True Parents are playing for reunification into the Korean citizen's minds.

The Chosun Daily Newspaper reported the entire condolence message from North Korea: "The First Chairman Kim Jeong Eun said, 'On occasion of the third year since Reverend Moon Sun Myung of Family Federation of World Peace and Unification has passed away, I offer my deepest condolences to Dr. Han Hak Ja and Reverend Moon's family. Reverend Moon Sun Myung put a lot of effort into the reconciliation and unity of the people, for the unification of North Korea and South Korea and for world peace. I hope that Dr. Han Hak Ja and Reverend Moon's family carries on his dying wish.'

Three Documentaries Broadcasted

The most surprising of all this is that three shows were broadcasted as documentaries on the Sunhak Peace Prize and Peace Road 2015. SBS-CNBC broadcasted a special documentary on the topic of the Sunhak

Peace Prize, which True Parents have established, entitled "People Preparing for Future Peace." It was a fifty-minute show aired at 5:00 PM on September 12, and at 1:00 PM two days later. The MBCNET documentary special covered the same topic entitled "Sunhak Peace Prize: A New Message of Peace." This was a forty-minute show, which aired twice at 8:00 PM on September 24 and at 9:00 AM on September 25. In addition, MBCNET did another documentary special on Peace Road 2015 entitled, "A Journey for Peace: Peace Road 2015." This one was aired for thirty minutes beginning at 10:30 AM on September 25 and re-run at 8:00 PM on September 26. All together the documentaries were aired six times.

The material in the documentaries included True Father personally marking a map and proclaiming the International Peace Highway, True Father declaring to societal leaders the importance of solving food problems and the global warming problem, and scenes showing fish powder production and food from krill, which True Parents had inspired to solve the food problem. Through these scenes True Parents' devotion toward building world peace was delivered vividly.

We will translate these videos into English, Japanese, and Spanish and provide them to our missionary nations, so that they can use them as witnessing material.

We were able to gain all these results on the foundation of True Parents' victories. We will advance without ceasing for the success of Vision 2020 by attending True Father in the spiritual world and True Mother on earth. We will share through the media that only True Parents' ideology of peace and peace activities can solve conflicts, put an end to war and overcome environmental problems. Through objective reports based on facts, we will boldly declare True Parents' original value. We are confident that the day will come when the Family Federation will grow into a citizen's religion that the whole world will recognize.