

NATIONAL SPIRITUAL ASSEMBLY
OF THE BAHÁ'ÍS OF THE UNITED STATES

August 16, 2017

To the American Bahá'í community

Dearly loved Friends,

For a special three-day period—beginning Friday, September 8, through Sunday, September 10—*Changing the World, One Wall at a Time*, a new 55-minute film from the Not A Crime campaign, will be available online for screenings across the United States.

You are undoubtedly familiar with Not A Crime and its efforts, making use of highly original and inspiring street art in the world's major cities, to widely proclaim the message that access to knowledge is a right not a privilege, and that educational opportunities must be available to all and not restricted to a chosen few.

Under the banner of a brief but intense special campaign called #EveryoneEverywhere, we invite you to plan screenings of the new film, welcoming friends, relatives, and interested acquaintances to Bahá'í Centers, rented venues, and private residences—whatever your circumstances permit—during the weekend of September 8. The campaign is seeking to create a discussion in the social media significant enough to capture the interest of the traditional news media—thus continuing to bring the Iranian regime's denial of higher education to Bahá'ís to the attention of the public.

You are strongly encouraged to share details on the social media platform of your choice about your screening before, during, and after the fact. Be sure to inform the Not A Crime team of your plans by email (at info@notacrime.me), so that they may not only assist you in publicizing your work but include it in their own media campaign. Appropriate hashtags are #EveryoneEverywhere, #EducationIsNotACrime, #BahaiRights, #Iran, and #StreetArt, and you may [use this link](#) to access the film's trailer. During the September 8 weekend, the entire 55-minute film will be made available at the same link.

A number of social media “influencers” and media professionals will be approached by the Not A Crime team to supplement and boost your grassroots activities. You may wish to monitor your social media channels for other posts on this effort, then share them with your personal network.

The strong voice of the friends' protests across the world, especially in the United States, continues to be a key factor in mitigating abuses to which Iran's Bahá'ís are exposed. Your actions to support this campaign to bring public attention to their plight will be deeply appreciated. Let us resolve never to slacken our efforts to defend our Bahá'í sisters and brothers till the blessed day of their complete emancipation arrives.

With loving Bahá'í greetings,



Kenneth E. Bowers
Secretary