

**FFWPU Europe and Middle East: Huge Ad Campaign in Korea for Hak Ja Han's memoir *Mother Of Peace***

Knut Holdhus  
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Facsimile from full page ad featuring [Mother Moon](#) in many South Korean newspapers during April 2024

**In preparation for Holy Day celebrations, large ad campaign is run in South Korean papers and on TV**



Kwang-seok Song 19th April 2024

In a speech delivered to leaders and members of the [Family Federation](#) gathered in [Gapyeong](#), northeast of Seoul, 19th April 2024, Kwang-seok Song, the president of the South Korean branch, reported about a current campaign to promote [Mother Moon](#) as "Mother of Peace" in large media outlets in the country.

Full page ads have been placed in large newspapers like the Chosun Ilbo (largest daily), Dong-a Ilbo (large daily), Joong-ang Ilbo (large daily), Hanguk Ilbo (liberal daily), Maeil Kyeongjae (finance daily), Hankyoreh (centre-left liberal daily), Hanguk Kyeongjae (finance daily), Kyeonghyang Shinmun (major daily), Munhwa Ilbo (daily), Seoul Kyeongjae (finance daily), Seoul Shinmun (oldest daily), Segye Ilbo (daily).



Ad on South Korean TV channels in April 2024

In addition, two 15-second ads are being shown 22 times a day on four TV channels from Monday 22nd April for one week. The two ads are being played in rotation and feature [Mother Moon](#)'s voice and a message introducing her as "Mother of Peace" with an accompanying picture of her memoirs with the same title. The ads also describe [God](#) as our "Heavenly Parent", a concept that contains both the fatherly and motherly aspects of the Creator.

Another revolutionary concept packed into the 15-second slot, is what has been translated as "[Only Begotten Daughter](#)" in English, the Korean word 독생녀 (toksaengnyeo - may also

be translated as "Firstborn Daughter" or "First Daughter"). It refers to an understanding of the Messianic mission as including the female, in the sense that Christ should have married 2,000 years ago. But that

[Holy Marriage](#) could only be realized now, in our time.



*Korean TV channels with ads*

The TV channels are TV Chosun (pay TV network), Channel A (nationwide generalist cable TV), MBN (cable TV network), and YTN (24-hour nationwide news channel).

The newspaper and TV ads are run as part of the programs making up what members refer to as "holy week" - a week-long celebration of what [Mother Moon](#), [Hak Ja Han](#), four years ago declared to be the most important Holy Day of the [Family Federation](#) - the anniversary of the [Holy Wedding](#) of [Father](#) and [Mother Moon](#) in 1960.

According to the Oriental lunar calendar, the [historical marriage](#) took place on the 16th day of the third month in 1960 - April 11 according to our Gregorian calendar. It is common in the Far East to calculate birthdays and anniversaries according to their lunar calendar.

[Mother Moon](#), [Hak Ja Han](#), made her declaration on 8th May 2020, and the first time the day was celebrated according to these new guidelines was therefore on 27th April 2021 - the day the 16th day of the 3rd month of the

lunar calendar fell on in 2021. In 2024, it falls on 24th April.



*[Father](#) and [Mother Moon](#) at the second part of their [Holy Wedding](#) on 11th April 1960 in Cheongpa, Seoul*

In 2020, [Mother Moon](#) also said that two other of the movement's Holy Days - Heavenly Parents' Day and True Parents' Day - will also be celebrated on the day she and [Sun Myung Moon](#) were blessed in marriage in 1960.

[Father](#) and [Mother Moon](#)'s wedding signifies that they had accomplished what Adam and Eve, the original parents of humankind, could not. [God](#)'s dream at the dawn of time was that the first man and woman would reach the required maturity to be [blessed in marriage](#) by [God](#). Had that happened, [God's ideal](#) of creation would not only have been realized on an individual level, but also by a couple. That would have represented the beginning of a family blessed by [God](#), and as children, grandchildren, great-grandchildren, etc. came into the world, the ideal would have grown to include whole tribes and nations.

That is why the day when Adam and Eve should have been [blessed in marriage](#) was so important to [God](#). The day would have signified the beginning of a [Heavenly Kingdom](#) here on earth.

Finally, in 1960, [Father](#) and [Mother Moon](#) were able to assume the positions that the first two humans were originally supposed to hold

as [True Parents](#) of humanity.

For that reason, [Hak Ja Han](#) has now made the day the most important Holy Day. She says that this should have been the most important day for [God](#) in the original Garden of Eden, and that we must now also celebrate our Heavenly Parents' Day and True Parents' Day on this day.

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"Large Ad Campaign for Mother of Peace" - text: Knut Holdhus

Related to ad campaign: [Holy Marriage in 1960](#)

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Also related to ad campaign: [Hak Ja Han Moon - Mother Moon](#)

More, related to ad campaign: [Only Begotten Daughter](#)

Yet more, related to ad campaign: [Sun Myung Moon - Father Moon \(1920-2012\)](#)

Still more, related to ad campaign: [Frequently Asked Questions](#)

Even more, related to ad campaign: [Teachings Make Great Strides in New Version](#)

And yet more, related to ad campaign: [God as Our Heavenly Parent \(Father and Mother\)](#)





## Holy Marriage in 1960

### *A Holy Marriage that gave humankind True Parents*

1960, the year [Sun Myung Moon](#) turned 40 and entered into Holy Marriage, became a turning point, not only for the movement, but for God's thousands of years long restoration work and for humanity. On 27<sup>th</sup> March that year, a young woman, [Hak Ja Han](#), was chosen to be the "Bride of the Lamb". She had a solid spiritual background and had always lived a pious life. On 11<sup>th</sup> April, the Holy Marriage, the Marriage of the Lamb, took place (According to the [Oriental lunar calendar](#), the date was the 16th day of the 3rd month).

The ceremony began at 10 am in the main hall of the headquarters in Seoul. The hall was completely packed with 700 members present from all over the country. The ceremony consisted of two parts. First of all, [Sun Myung Moon](#) blessed the room with holy salt.



The first part of the wedding was the "Ceremony for the Parents resurrected by making amends". The members stood along the aisle as the bride and groom entered arm in arm. A choir sang "Song of the Banquet", one of the holy songs from the early days of the movement. [Mother Moon](#) wore a white traditional Korean dress (hanbok), with a long wedding veil from her head together with bridal ornaments.

The aisle was covered in white cloth. They prayed together at the altar, and a proclamation was read. Weon-pil Kim (1928-2010) and Dal-ok Cheong (1920-2000) gave congratulatory messages. Kwang-yol Yoo read a poem he had written for the occasion. The bride and groom then left the room.

The second part of the wedding was the "Ceremony for the Parents of Glory". The bride and groom re-entered the hall. This time the bride and groom wore a traditional Korean style dress, he a blue silk hanbok, a square belt and black hat, she a Korean royal dress with a bridal headpiece.

They gave their promises to [God](#), humanity and each other. Both went down on their knees

three times in front of the other and bowed their head until it touched the floor. This is an expression of deep respect.

Bride and groom presented gifts to each other and again bowed themselves to the ground for each other. Gifts were given to the bride and groom from the members. Finally, [Father Moon](#) read a declaration before he and his wife stretched out their arms towards the congregation and prayed for [God's](#) blessing on everyone. That concluded the ceremony.





According to revelations received from Heaven, an offering table was made with 40 kinds of food arranged in cylindrical columns. Everyone shared a meal together, and afterwards there were celebrations in the same hall. A definite highlight was [Father](#) and [Mother Moon](#) dancing together, while everyone was cheering.



[Father Moon](#) remarked that because of this monumental ceremony the [Unification Principles](#) and the [Unification Church](#) would become known throughout the world. After the Marriage of the Lamb, [Sun Myung Moon](#) was no longer just an individual Savior, as Jesus was. For the first time in history, humanity had received [True Parents](#)! A milestone had been reached in the long journey [God](#) had taken to restore the lost ideal.

*"Holy Marriage in 1960" – text: Knut Holdhus*

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