

The Sikh Foundation launches Sikh Arts Calendar 2003

*Chintan Singh Ahuja**

** The Sikh Foundation of N. America, 580 College Avenue, Palo Alto. CA. 94306.*

Email: info@sikhfoundation.org

This venture of the Sikh Foundation is an important step in the life of the Sikh Diaspora and needs the whole-hearted support of the community. Annual calendars do more - much more - than merely mark the passage of time or schedule our day to day routine. They have been, for a considerable time now, a cultural vehicle that not only captures our history and flavor of our collective successes and achievements, but also helps us to share our pride, hope and aspirations with those within our family, within the community and non-Sikhs as well.

Calendars art helps formulate our own icons for each successive generation and embeds them forever in our mind's eye.

The Sikh Foundation has done yeoman service in updating popular Sikh imagery by bringing its calendar art into the twenty-first century. At the same time, it has helped rekindle an interest in Sikh arts, literature and history. In doing all this, it has provided us with a Sikh artifact that we can proudly display in our offices and homes, and give it as a gift to those whom we want to introduce Sikhs and Sikhism in a balanced and productive way.

The 2003 calendar shall be Sikh Foundation's fourth such venture. If the last three products are any indication, the new one will also be a thing of beauty. The 2003 calendars will be ready to go to the press in a couple of weeks. The Foundation, needless to say, is looking for corporate orders. For these the Foundation will replace its own name for the corporate name and logos so that they show at the bottom of each page every month since there is indeed a separate page for each month.

If you have a budget set aside for advertising and marketing, we urge you to consider this Calendar for your Christmas and New Year's gift giving - as a corporate gift, as a personal gift and as an ideal item to give to main-stream contacts within the larger community. It is a worthy cause towards promoting Sikh heritage and, in turn, helps support the Foundation's other educational projects.

