

# Nichiren Shu News

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1

## You're a Buddha, Nichiren Shu's First International Campaign

The Missionary Department of the Head Office of Nichiren Shu officially unveiled the first Nichiren Shu International Campaign at this year's Kokusai Fukyoshi Conference held May 25-27. The official slogan of the campaign is "You're a Buddha, Bowing to the Buddha in You." The goal of the campaign is to spread awareness of the approaching 800th anniversary of the birth of Nichiren Shonin and explain the importance and simplicity of *Tangyo Raihai*, bowing in respect to the Buddhahood in others.



The idea for the campaign started from the "Gassho X 800" poster that was created for the 800th Anniversary of Nichiren Shonin's Birth. The poster was distributed to Nichiren Shu temples in Japan in 2014. Members in Japan found the "800" mosaic design striking and thought it made a great poster for Nichiren Shu, but the design did not work as well outside Japan. Japanese people know who Nichiren Shonin was and understand the history of the era he lived in. Outside Japan, however, few people have that background. Nichiren Shu campaigns in the past have often faced similar problems, as the Buddhist themes and Nichiren Shu content become lost in translation.

The challenge was clear: to create a campaign to convey the spirit of *Tangyo Raihai* and Nichiren Shonin's 800th anniversary and capture the interest of people around the world, even if they had never heard of Nichiren Shonin or knew little about Buddhism. The end result is what you see here: a floating



seated image of Shakyamuni Buddha created from a mosaic of Nichiren Shu followers from Japan and around the world. The message is simple. Anyone anywhere in the world can relate to it. You and everyone around you are joined together in the spirit of *Tangyo Raihai* to create the Buddha, here and now. You're a Buddha.

Rev. Daiei Matsui, Director of the Missionary Department said, "You're a Buddha, Bowing to the Buddha in

You" is the basis for a universal concept of values in human relations in all cultures. By spreading this concept, we can overcome religious hostility between cultures and work together for world peace."

Rev. Kobun Sasaki, Manager of the International Section said, "We want to promote the slogan "You're a Buddha, Bowing to the Buddha in You" in many ways internationally including international exchange visits,

collaboration and religious dialog. By spreading "You're a Buddha" through action, we will establish the teachings of Nichiren Shu all over the world."

A record-setting 19 million overseas visitors came to Japan in 2015, and more are expected each year leading up to the 2020 Tokyo Olympics. Then, in 2021, we will have the 800th Anniversary celebration. Nichiren Shu temples in Japan have a unique opportunity to reach out to visitors and expose them to Buddhism and Nichiren Shu. "You're a Buddha" posters and English pamphlets will be distributed widely to temples in Japan. The International Section will also assist major temples with their own English-language guide literature to make sure no opportunity is missed.

"You're a Buddha" can also work with events anywhere in the world. The artwork is freely available to all Nichiren Shu temples. The International Section will help create special versions of the poster or t-shirt artwork for special events or temple anniversaries. We sincerely hope you can use the materials the Missionary Department has created and welcome your requests.

**DETAILS:** "You're a Buddha" Campaign materials include a large poster (A1 size, 594mm x 841mm, 23.4" x 33"), small poster (A2 size, 420mm x 594mm, 16.5" x 23.4"), and English-language pamphlets. These will be available for distribution in North America and Hawaii from the NBIC starting in August. Distribution for the rest of the world will be from the Headquarters of Nichiren Shu starting in July. Please contact us with requests for materials for your temple, and please let us know if you have any special requests.

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