

90210 Enterprise and Partners Unite Communities at Mehragan Festival and Historic Sukkah Ceremony

90210 Enterprise & partners united Persian & Jewish communities in a historic Mehragan-Sukkah festival celebrating culture, unity, and gratitude.

BEVERLY HILLS, CA, UNITED STATES, October 21, 2025 /EINPresswire.com/ -- In a groundbreaking cultural collaboration, [90210 Enterprise](#), in partnership with Simin Tehrani Royal TV and Mehragan Festival founder Simin Tehrani, proudly hosted a historic celebration uniting different cultures and faiths with a focus on Persian and Jewish communities under the banner of unity, gratitude, and love.



The History and Meaning of the Sukkah Ceremony

Directed by Dr. Hamed Tavasoli, the Director of the Mehragan Festival, produced by Ashkan Tabibnia (Producer for the Sukkah Area), and led internationally by Michele Wilson, Executive Producer for the International Area of Mehragan, this festival marked the first-ever inclusive Sukkah ceremony held in harmony with the ancient Persian Mehragan Festival.

“

Being part of producing this historic Sukkah ceremony is a true honor. Beyond the celebration, it represents a lasting legacy of unity, cultural respect, and shared values resonating for generations.”

Ashkan Tabibnia

Over 2,000 participants attended, including more than 500 Jewish residents from Tecum, making it a vibrant and heartfelt day of art, heritage, and intercommunity connection.

A Day of Unity and Cultural Harmony

The day was infused with cultural performances, art displays, and heartfelt remarks, creating an atmosphere where history and modern solidarity met. The collaborative effort between the Jewish and Persian communities—for the first time under one flag of love—demonstrates that even in times of tragedy, unity and cultural sharing remain powerful pathways forward.

The festival was also celebrated by our special partner, The Los Angeles Tribune, marking a moment of distinction for Moe Rock, CEO of The Los Angeles Tribune, who was honored with an award from the County of Los Angeles, Office of the Assessor, in recognition of his contributions to the festival and his ongoing commitment to cultural collaboration and [community](#) leadership. Parisa Rose, representing The Los Angeles Tribune, delivered a heartfelt address highlighting the publication's mission to uplift voices that promote unity, understanding, and meaningful social impact.

The History and Meaning of the Sukkah Ceremony

Sukkot, the Jewish festival marked by the construction of a Sukkah (booth), commemorates the Israelites' journey through the desert after the Exodus from Egypt. The Sukkah symbolizes the temporary shelters used during the harvest and serves as a powerful reminder of resilience, faith, and gratitude for life's blessings.

At the Mehragan Festival, this sacred tradition found new resonance—uniting two ancient cultures in a shared space of spirituality, generosity, and joy.

This year's Sukkah also included a deeply meaningful dedication to the victims and survivors of the October 7th Nova Festival Massacre. Leaders from both communities—including Rabbinic



The History and Meaning of the Sukkah Ceremony with Simin Tehrani



Sharing the History and Meaning of the Sukkah Ceremony

representatives Rabbi Loloyan, and Rabbi Esakhar—shared prayers, stories, and reflections that underscored the strength of unity in the face of adversity. In addition, Ms Lyiah Bey, the famed Israeli singer performed as well.

The celebration's Jewish culinary experience was graciously sponsored by Emuna Catering, under the direction of John Noohian, who delighted guests with traditional and modern dishes that honored Jewish heritage and hospitality.

The Significance of the Mehragan Festival

Mehragan stands among Iran's most ancient and meaningful festivals, with origins tracing back thousands of years of Persian tradition. Celebrated in honor of Mithra—the deity of friendship, affection, and light—Mehragan represents gratitude, justice, and generosity. Historically, it ranked as the second most important Persian celebration after Nowruz, symbolizing harvest, abundance, and renewal.

Recently recognized by UNESCO as part of the Intangible Cultural Heritage of Humanity, Mehragan continues to embody the universal values of community, light, and harmony.

Launch of the 90210 Enterprise [Society](#)

Building on the success of this unifying event, 90210 Enterprise announced the launch of the 90210 Enterprise Society, a visionary initiative designed to foster collaboration among cultural, business, and philanthropic leaders through a series of specialized consortia.



Mehregan Festival 2025 - Ashkan Tabibnia recognition



Mehregan Festival 2025 and Dr. Letran

The first of these, the Jewish Consortium, will be led by Dr. Emily Letran, a respected leader and advocate for cross-cultural engagement and empowerment. She is a world-recognized entrepreneur, speaker, and best-selling author with broad experience in community leadership. The Jewish Consortium will promote shared values of education, heritage, entrepreneurship, and humanitarian service—furthering the Society’s mission to create bridges of understanding across communities.

A Vision for the Future

Under the creative direction of Dr. Hamed Tavasoli, the production leadership of Ashkan Tabibnia, and the international coordination of Michele Wilson, this joint Mehragan–Sukkah celebration stands as a symbol of what is possible when communities unite with purpose and compassion.

As Founder Simin Tehrani expressed, “This event represents not just the beauty of two ancient traditions, but the enduring power of unity. When we come together with respect and love, we create something truly timeless.”

About 90210 Enterprise

90210 Enterprise is a pioneering organization focused on fostering cultural diplomacy, global partnerships, and community-driven innovation. Through its 90210 Enterprise Society and affiliated consortia, it aims to create meaningful connections between diverse cultural and professional communities worldwide.

This release is authored by Dr. Natalie Forest is the Revolutionary Rulebreaker and a renowned spiritual transformation mentor. She serves as President of 90210 Enterprise, Vice President of 90210 Media, and a key leader in the Quantum Synergy Vertical.

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