

THE PUREPECHA (TARASCAN) OF MEXICO



"I believe many people would put their faith in Jesus Christ if only they could hear about Him. We want to make The *JESUS* film increasingly available to unreached people groups and to the local bodies of believers who are trying to reach them. I challenge you to consider being a part of The *JESUS* Film Ministry. Together, we can make great strides towards the goal of sharing Jesus with everyone everywhere in his or her own language."

Jack Robertson,
National Director
The *JESUS* Film Project, Canada

BACKGROUND

The Purepecha, sometimes referred to as *Tarascan*, are a Native American people centered in the state of Michoacán, Mexico. The Purepecha were called "Tarascan" by the Spanish. Enemies of the Aztecs, the Tarascans flourished from 1100 A.D. to 1530 A.D. Their origins are still a puzzle, along with their stirrup-shaped, long-necked bottles and round

temples called Yacatas. The centre of the Tarascan Empire was Lake Patzcuaro and the nearby site of Tzintzuntzan, now a much-visited archaeological site. After the Conquest, Spanish missionaries organized the Tarascan Empire into a series of experimental Utopian craft-oriented villages, and today the Lake Patzcuaro area abounds with craftspeople skilled in wood, copper, cloth and clay.

The Tarascans or Purépecha were one of the pre-Columbian civilizations of Mesoamerica. Their capital city was Tzintzuntzan (City of Hummingbirds). Purépechan architecture is noted for step pyramids in the shape of the letter "T". Pre-Columbian Purépecha artisans made feather mosaics making extensive use of hummingbird feathers which were a highly regarded luxury throughout the region. The Purépecha were never conquered by the Aztec Empire, despite several attempts by the Aztecs to do so, including a fierce war in 1479.

The elevation of the Tarascan villages varies from 5200 feet (1600 meters) above sea level to over 8200 feet (2500 meters), with Lake Pátzcuaro (Mexico's highest lake) at 7200 feet (2200 meters). Temperate climate, fertile soil and pine forests dominate the area. The rainy season is from the end of May to September, and at higher elevations, January and February bring frost but rarely snow. Almost all villages now have electricity and most have water.

Nearly all villages specialize in some particular cottage industry: furniture, copper products, guitars, violins, pottery, ceramics, bricks, adobe, wooden utensils, hats, mats, masks, etc. These are marketed in towns and cities, and some even internationally. Some villages take pride in their distinctive dress, including ornately stitched aprons and blouses. Nearly all women wear shawls, but many use western clothing.

Most children attend at least the first few years of elementary school, of which the first two grades are taught in Purepecha.

Population
189,000

Highly skilled
metal workers &
craftspeople

Animistic
Catholicism
practiced



In order to accomplish the goal of helping to fulfil the Great Commission, we invite you to consider providing the funding of The *JESUS* film in the Purepecha language. Your investment could enable 189,000 people to hear and see *JESUS* in their heart language, perhaps for the first time in their lives.

THE PUREPECHA (TARASCAN) OF MEXICO

For a total investment of \$188,020 you can adopt the Purepecha (Tarascan) People Group of Mexico.

Your investment includes the following:

PRODUCTION:

- Research, script translation, recording of the film and its post-production.

DISTRIBUTION:

- Distribution costs to enable this indigenous film team to operate for 3 years.*
- Distribution costs include screen, salaries, training, transportation and follow-up expenses.

PAYMENT OPTIONS:

- The option you complete your pledge over a 2 or 3 year period is available.
- You may send your cheque payable to “The *JESUS* Film Project”, P.O. Box 300, Stn. A, Vancouver, BC, V6C 2X3. Please indicate your project name “**Purepecha of Mexico**”.
- Other giving methods: credit card (please call toll-free 1-800-563-1106)

* To recruit, train, and equip a film team and then utilize that team to reach an entire language group requires a substantial commitment in time and effort by our foreign partners. We therefore request that when a financial commitment to support a film team is made, that it be of at least three year's duration.

The *JESUS* Film Project, Canada intends to use all funds designated for this project in this project. However, if this project is no longer viable or if the financial needs of this project (including administrative and logistical costs) have been fully met, your gift made and received for this project may be used by The *JESUS* Film Project in its other charitable activities to reach people for Christ.