

# 来自大山

Pride From The Mountains



Nurture 1000+ Young Inheritors of Ethnic  
Intangible Heritage all over China



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"The banner of the unity of the Chinese nation must be held high, helping all ethnic groups remain closely united like the seeds of a pomegranate that stick together. The sense of belonging for the Chinese nation must be established, and extensive exchanges and communication among various ethnic groups as well as their integration must also be promoted."

—President Xi Jinping, Aug. 2021

"Pride From The Mountains" supports the implementation of ethnic cultural education programs in primary and secondary schools within ethnic communities. We create spaces for children to learn and preserve their local and ethnic traditions, while building stages for cultural exchange and ethnical talent show between rural communities and urban centers. This initiative helps children reconnect with the beautiful memories of their heritage and reignites their passion for cultural transmission, fostering self-identity-based self-esteem and confidence. Through diverse cultural interactions, we promote mutual understanding, exchange, and integration among youth of all ethnic groups, allowing the unique beauty of China's diverse cultures to be recognized and celebrated, gaining renewed vitality and shining brilliance.

# From 2012, We Have Achieved...

**20** ethnic groups  
in **9** provinces

**47**  
ethnic schools

**4**  
schools are honored with  
'School of Chinese  
Excellent Traditional  
Cultural Heritage'

**17000**  
of primary and secondary  
school students from  
diverse ethnic groups  
participated in learning  
ethnic traditions

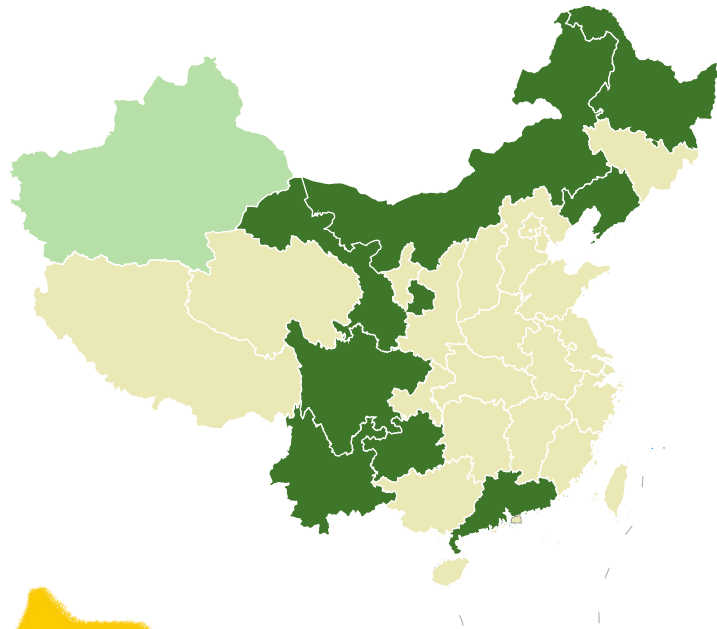
**98**  
Cultural and Artistic  
Heritage Preservation  
Items

**21**  
National-Level  
Intangible Cultural  
Heritage Items

**15**  
winter/summer  
cultural exchange  
camps

**15000**  
live audiences of  
annually Ethnic  
Talent Show

# From 2012, We Have Supported Schools in...



## Heilongjiang

- Oroqen

## Liaoning

- Manchu

## Xinjiang

- Uyghur

## Inner Mongolia

- Mongol

## Gansu

- Tibetan
- Kazakh
- Yugur
- Dongxiang
- Mongol
- Hui

## Yunnan

- Mosuo people
- Dai
- Wa
- Lahu
- Naxi
- Yi
- Lisu
- Zhuang

## Sichuan

- Naxi
- Tibetan

## Guizhou

- Dong
- Miao
- Yao

## Guangzhou

- Yao

20

ethnic groups in

9

provinces



# From 2012, We Have Helped Students Learn...



44

song and dance  
courses



19

handicraft  
courses



14

musical  
instrument  
courses



10

language and  
script courses



6

folk recreational  
activity/sports  
courses



5

ethnic painting  
and calligraphy  
courses

98

Cultural and Artistic Heritage Preservation Items

# We Focus on...

## ● Nurturing Young Cultural Inheritors

Implement ethnic cultural education programs in primary and secondary schools within ethnic communities to inspire children to learn and preserve their local and ethnic traditions.



## ● Building a Vibrant Stage for Diverse Heritage

Build a vibrant stage for children to show and exchange their cultural talent and traditions. Through these interactions, the beauty of China's diverse ethnic cultures radiates brilliantly, empowering children to cultivate self-confidence.



# We Nurture Young Cultural Inheritors by...



1. Inviting local inheritors to design ethnic cultural curricula



2. Establishing heritage courses or clubs in community primary/secondary schools



3. Conducting regular teacher training to enhance instructional quality





# We Build a Vibrant Stage for Diverse Heritage by...

1. Organizing large-scale ethnic talent galas showcasing traditional songs/dances/musical instruments



2. Hosting cultural exchange initiatives with hands-on workshops to experience regional arts

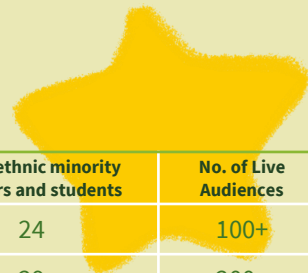


3. Hosting calligraphy and painting exhibitions





# The Ethnical Talent Show We Held Were...



Year	Theme	Venue	No. of ethnic minority teachers and students	No. of Live Audiences
2012	"Arts Unite, Hearts Ignite"	Jing'an Sub-district Cultural Center, Shanghai	24	100+
2013	"Handicraft Carnival & Talent Extravaganza"	China Welfare Institute Children's Palace, Shanghai	29	200+
2014	"Ethnic Arts Alive: Crafting Timeless Traditions"	Hongqiao Sub-district Community Cultural & Arts Center, Shanghai	16	200+
	"Children of the Mountains"	Yihai Theater, Shanghai	48	700+
2015	"Treasure Trails: Pearls of Culture"	He Luting Concert Hall, Shanghai Conservatory of Music	41	700+
	"Cultural Legacy Youth Camp"	Yihai Theater, Shanghai	49	800+
2016	"Gallop into Fortune: Year of the Monkey"	Changning District Cultural & Arts Center, Shanghai	23	200+
	"Ode to Mountain Joy"	Yihai Theater, Shanghai	51	1000+
2017	"Pearls of the Land: Blossoms Along the Path"	Danling Theater, Shanghai	32	900+
	"Into the Highlands: A Cultural Expedition"	Yihai Theater, Shanghai	72	1200+
2018	"Discover My Cultural Colors"	Shanghai Youth Hall	40	500+
2019	"Thumbs Up for Diversity"	Chengguan Primary School, Diebu County, Gannan Tibetan Autonomous Prefecture, Gansu	44	700+
2021	"Echoes from the Peaks"	Mercedes-Benz Cultural Centre, Shanghai	42	700+
2023	"Pomegranate Bonds: Unity in Bloom"	Jing'an District Youth Activity Center, Shanghai	44	800+
2024	"Little Mountain Dreamers"	Lyceum Theatre, Shanghai	43	700+



Inspire children with their own cultural heritage.

Infuse ethnic traditions with renewed vitality.

Ignite the light of confidence in children's eyes.





**Let's Blossom the Beauty of China's  
Ethnic Cultures Together**





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Join us to witness the radiant confidence shining  
in children's eyes!