

Press Release

Lisbon, 14th October 2020

The brand of the World Youth Day Lisbon 2023 is going to be presented next Friday, 16th October, on the day when we celebrate the election of Saint John Paul II, founder of this international meeting for young people which has been so relevant for several generations all around the world.

The digital event will be broadcasted on WYD (JMJ) social media at 11.a.m in Lisbon (12:00 in Rome) and intends to set the path of preparation for the WYD – the first one occurring in Portugal.

The presentation will be released on WYD (JMJ) social media: [Facebook](#) (available in 22 different languages) and [Youtube](#).

The WYD (JMJ) website will also be released on the 16th October and it will be available on: www.lisboa2023.org.

The new WYD (JMJ) logo was inspired on the theme chosen by Pope Francis for the WYD edition, which is taking place in Lisbon (“Mary arose and went with haste”, LC1, 39), and by the Portuguese cultural and religious features.

The winning logo was chosen in an international contest which was promoted by the Local Organizing Committee (LOC), with the participation of hundreds of contestants from 30 countries across the five continents.

The first analysis of the work was done by an academical team of the Universidade Católica Portuguesa, which selected the 21 best suggestions. These were, then, evaluated by professionals on marketing and communication, from communication agencies in Portugal, that elected the three finalists. After this, the Dicastery for the Laity selected the winning suggestion.

Nowadays, the Local Organizing Committee for the WYD Lisbon 2023 keeps prioritizing the needs of the ones who were affected by this pandemic, without losing track of the event organization. The working teams, following a constant dialogue with the Holy See, are carrying on the preparation of this meeting that has been a sign of hope, unity, and solidarity for over three decades.

After releasing the logo, and still during this year, the Local Organizing Committee, together with the Portuguese dioceses, is preparing a set of actions based on the theme “Mary arose and went with haste” (Lc1, 39). These initiatives of youth mobilization will be taking place locally.

About the WYD (JMJ)

It was on the 27th January, when celebrating the WYD in Panama, that Cardinal Kevin Farrell, prefect for the Dicastery of the Laity, Family and Life from the Holy See, announced that Lisbon would be the next hosting city for the event.

The WYD (JMJ), an encounter of young people from all over the world with the Pope, was created by John Paul II, in 1985, and it has been a relevant moment of congregation and sharing for millions of people since then.

The first editions took place in 1986, in Rome, and the WYD (JMJ) has been in the following cities since then: Buenos Aires (1987), Santiago de Compostela (1989), Czestochowa (1991), Denver (1993), Manila (1995), Paris (1997), Rome (2000), Toronto (2002), Cologne (2005), Sidney (2008), Madrid (2011), Rio de Janeiro (2013), Krakow (2016) and Panamá (2019).

For more information please contact the press office of the WYD Lisbon 2023:

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