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White Sunday
October 10, 2021
Message from the Governor

More than a century ago, White Sunday was brought to Samoa by members of the London Missionary Society to honor the children in our islands. White Sunday “Lotu Taimaiti” is now celebrated throughout the Samoan Islands and wherever our people reside. This is a special time for Lieutenant Governor Talauega and I to reflect on our honorary title of “fathers” to all sons and daughters of our Territory. We continue to affirm the value of each child and youth, cherishing their individual unique gifts and strengths.

This Sunday, our children will parade into our churches dressed in their best Sunday whites. They will sing hymns, recite Scripture, and reenact Bible stories in celebration of their special day. While White Sunday festivities are aimed at celebrating our children, it is also a day of Thanksgiving where we honor our children for what they are: God’s gifts to us.

White Sunday is a reminder for our community and us as parents to cherish and value each child in our lives. Psalm 127:3-4 says, “*Behold, children are a heritage from the Lord, The fruit of the womb is a reward. Like arrows in the hand of a warrior, So are the children of one’s youth.*” The Word of the Lord reminds us of what matters most: our children – our greatest responsibility and our most precious gift.

As we celebrate “Lotu Tamaiti,” let us recommit ourselves to doing more to cherish our children throughout the year. As the old adage goes, “It takes a village to raise a child.” We, as a community, must continue to support their dreams, nurture their faith in God, and foster aspirations that will resonate well into adulthood. We commend the diligent work of all who remain invested in building a better future for our children.

On behalf of Lieutenant Governor Talauega and our families, we wish all the children and their families, both here and abroad, a happy and safe “Lotu Tamaiti!”

LEMANU P. S. MAUGA
Governor