

We are the World / We are the Future
Theme of America's Hometown Thanksgiving Parade 2024
Inspiring the Next Generation
Paul Jehle



The “We are the World / We are the Future” logo embodies several thematic ideas in this year’s America’s Hometown Thanksgiving Parade. First, the youth of the next generation need to be encouraged to take responsibility for the leadership of the future. That is why children of all nations follow the float. Second, parents, teachers and mentors need to prepare them for such leadership. Third, when united by principles of freedom, the reality of “unity with diversity” is displayed in a world that is increasingly divided and polarized.

As an illustration of these ideas, in 1836, Rev. George Bethune of Philadelphia used the phrase “the hand that rocks the cradle rules the world.” William Ross Wallace, an American poet from Kentucky, was inspired by this idea and he wrote his now famous poem “*The Hand that Rocks the Cradle is the Hand that Rules the World*” in 1865. Simply put, parents, teachers and mentors have a great responsibility to prepare the next generation to lead us out of our polarized and divisive culture into one of love, respect and diligence, all necessary if we are to continue to be “the land of the free.”