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MESSAGE FROM HE MATTHEW GOULD MBE
HER MAJESTY'S AMBASSADOR TO THE STATE OF ISRAEL

Why does Yom HaShoah matter? It matters because it gives us a day to recommit to remember the Holocaust, and that is a sacred duty. It matters because for one day, we stop and reach back through decades to the generation that was killed. It matters because it allows us to pause and give our respect to those who survived.

When I talk to survivors in Israel, they tell me they are terrified their stories will be forgotten when they have died. Many develop an urgent need to pass on their memories. Yom HaShoah means we can reassure them that we will not forget them or their stories. We will treasure them.

Yom HaShoah matters, but it must be the start of what we do, not the totality. We need to ensure that the dwindling number of survivors live out their lives in dignity and comfort. We need to see that the Holocaust is remembered in our families and our communities, not just as a chapter of history, but as the memories of those we love. We need to strive to make a reality of the promise we made, 'never again'. Yom HaShoah gives us a day we can all recommit to remember the Holocaust. Every other day of the year gives us an opportunity to make that pledge a reality.

A handwritten signature in black ink that reads "Matthew Gould". The signature is written in a cursive, flowing style.

Matthew Gould
HM AMBASSADOR