

# BREAK BREAD

TO SHINE A LIGHT ON ANTISEMITISM

# #BREAKBREAD #SHINEALIGHT

Shine A Light is an award-winning, purpose-driven, convening platform for organizations, companies, institutions and individuals to unite in shining a light on antisemitism in all its modern forms.

This Chanukah, we are launching Break Bread — a social-first initiative to help navigate difficult conversations about antisemitism and hate. When we come together for thoughtful dialogue, we can illuminate a new way forward for change.

This guide will provide you with information on how you can get involved and Break Bread to Shine A Light on antisemitism.



# HOW TO BREAK BREAD





### **BREAK BREAD**

Grab any piece of bread — Challah, a bagel, sourdough. Record yourself breaking it, and invite viewers to Break Bread with you.





### **SHARE YOUR STORY**

Tell us about a lived experience with antisemitism and hate. What happened? How'd you respond? What would allyship look like for you in that moment?





## TAG A **FRIEND**

Tag a friend (or a few) to Break Bread with you. They can either duet/stitch your video or create a new one of their own.





### SHARE **POST**

In your caption, use #BreakBread and #ShineALight. Remember to tag us!



LET'S FIND SOLIDARITY IN OUR STORIES

# #BREAKBREAD

Show us how you Break Bread! Here's some inspiration to help you get started.



BREAK BREAD WITH FRIENDS





BAKE THE BREAD AND SHARE IT

# PASS THE BREAD TO A FRIEND





# NOT SURE WHAT TO CAPTION?

Copy ours or use them as inspiration to write your own. Help us spark a movement by using our hashtag and by tagging us.

### CAPTION 01

Antisemitism impacts all of us. Let's #BreakBread and talk about how we can #ShineALight together.

@ShineALight\_On

### **CAPTION 02**

#BreakBread with me to #ShineALight on antisemitism and hate.

@ShineALight\_On



# OTHER WAYS TO GET INVOLVED

If you're not ready to share your own Break Bread video yet, no problem! There are still plenty of ways to get involved.

#### **SHARE OUR POST**

Download our post and share it to your own social channels.

# **COMMENT #SHINEALIGHT**

If you see antisemitism online, Shine A Light on it.

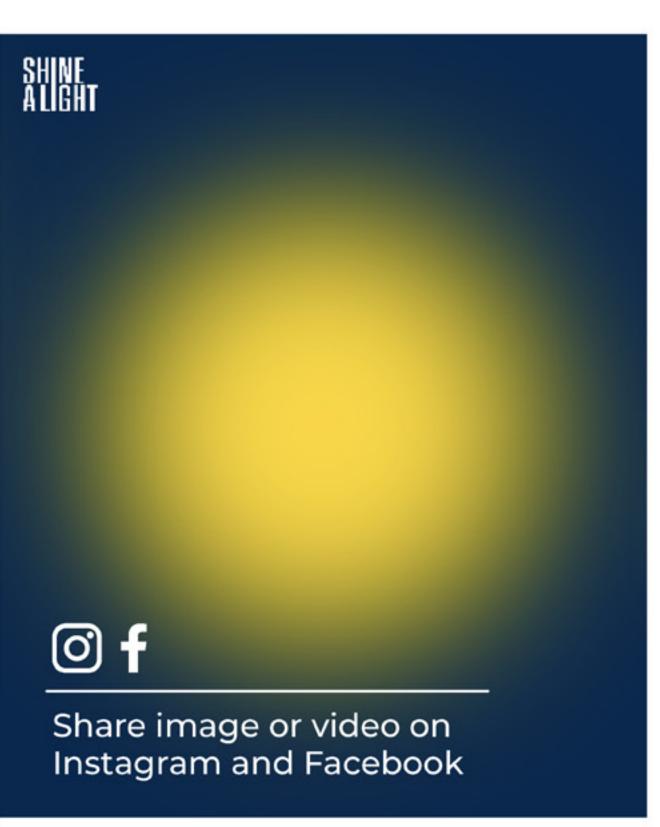


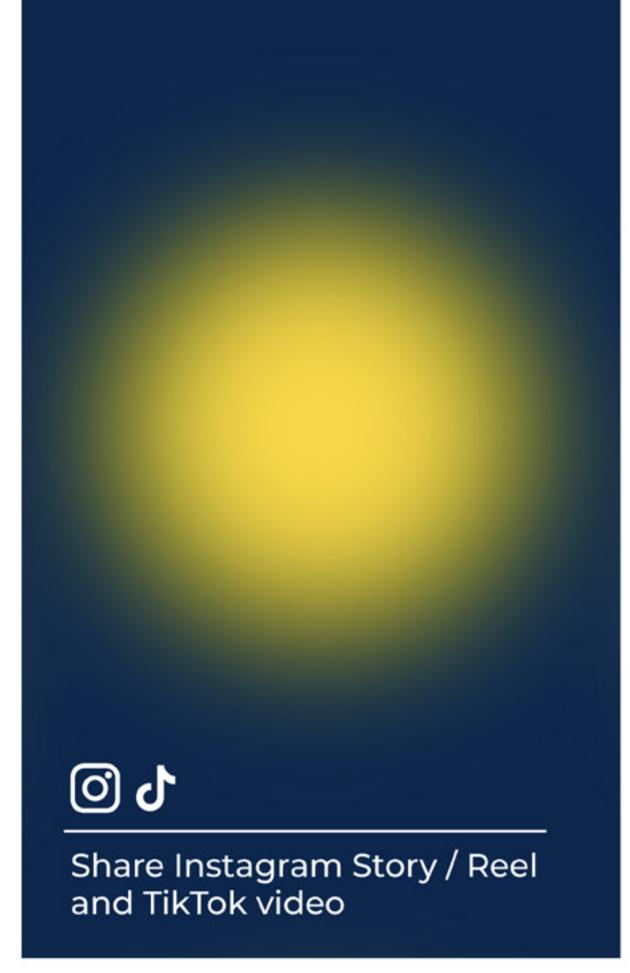


### **SHARE THE LIGHT**

SHINE Alight

https://shinealighton.com/download





# CHANNELS



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