



SHINE  
A LIGHT

on Antisemitism

**BREAK BREAD**  
TO SHINE A LIGHT ON ANTISEMITISM



# #BREAKBREAD #SHINEALIGHT

SHINE  
ALIGHT

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



## 1 BREAK BREAD

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



## 2 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?



## 3 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.



## 4 SHARE POST

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



# #BREAKBREAD

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



**BREAK BREAD  
WITH FRIENDS**

**BREAK BREAD  
AND CAPTURE IT**



**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

<https://shinealighton.com/download>

SHINE A LIGHT

A dark blue rectangular area containing a blurred image of a social media post. The post features a yellow light flare in the center.

📷 f

---

Share image or video on Instagram and Facebook

SHINE A LIGHT

A dark blue rectangular area containing a blurred image of a social media post. The post features a yellow light flare in the center.

📷 🎵

---

Share Instagram Story / Reel and TikTok video



# CHANNELS



@SHINEALIGHT\_ON



@SHINEALIGHTONANTISEMITISM



@SHINEALIGHT\_ON



@SHINEALIGHT\_ON



INFO@SHINEALIGHTON.COM



[HTTPS://SHINEALIGHTON.COM](https://shinealighton.com)

SHINE  
ALIGHT

**BREAK BREAD**  
TO SHINE A LIGHT ON ANTISEMITISM