

## Diwali and Christmas

- 10 'Celebrate Diwali Safely' poster insertions in South Asian print media, reach 424,000
- 720 'Celebrate Diwali Safely' community radio readouts in Hindi, English & Panjabi, 1.54m listeners
- 13 pieces of editorial coverage in key South Asian titles reaching both the Hindu and Sikh communities
- 14 social posts reaching 219,000 followers
- In partnership with the Hindu Council UK, key messages shared with over 400 Temples and 13 community, faith and professional organisations



- Top tips on 'how to celebrate the festive season safely' with HCPs across Black, Asian and Polish media. Radio community messaging spots – reach 1.33million. Digital – total impressions 6 million
- Partnered with Churches Together in England & Ireland & 3 leading Christian media outlets (*Testify*, *Keep The Faith* Magazine & *Premier*)
- Created bespoke emailers - how to celebrate christmas safely reminding churches and church leaders about the restrictions and top tips
- Created a co-branded e-Christmas card to work across print, social and online channels.
- Video with faith leaders. 34 Social posts reach – 1.89m followers