

PRESS RELEASE - 10 DECEMBER 2025

‘Brighter Together – The Mascot Massive Chanukah Film’ brings over 30 Jewish charities and community names together in a first-of-its-kind festive short.

This Thursday 11th December at 2pm, a heart-warming, cinematic Chanukah digital short film – showcasing the power of unity, community spirit and overcoming darkness – will be released and shared by dozens of UK-based Jewish organisations. Featuring beloved charity mascots from across the community and a ‘Where’s Wally’-style spot-the-charity and brand component, this is a truly ambitious feel-good, community-uniting project.

Key points

- A brand-new two and a half-minute Chanukah film, ‘Brighter Together – The Mascot Massive Chanukah Film’, will launch at 2pm on Thursday 11 December 2025 across multiple social media and charity platforms.
- Film ‘stars’ six iconic Jewish charity mascots, including Chava Heart (Jewish Care), Lev the Lion (Kisharon Langdon) and Phil The Blue Box (JNF UK) in a humorous, uplifting, positive, schmaltzy, feel-good Chanukah themed advert / short film.
- Features over 30 Jewish charities, community organisations and Jewish media names in cameo roles. How many can you spot?
- Film is a response to all the big budget Christmas ads that get released. No-one has ever created a seasonal Chanukah equivalent for the Jewish community at Chanukah... until now.
- The film was conceived, written and directed by Adam Selwyn, and produced (on an entirely pro bono basis) by the multi award-winning creative team at CC Comms.
- Cinematography and editing were led by Lauren Kayser, owner of Moviebytes and co-owner of Golden Ticket Productions.
- Includes a recording of ‘Chasoif’ inspired by the Maoz Tzur prayer – grounding the film in tradition and giving emotional resonance to the theme of bringing light in challenging times.
- Film has no fundraising ask and no commercial purpose, it is simply a joyful celebration of coming together, positivity and hope at Chanukah.

A community first: a cinematic Chanukah film for everyone

Every year, UK audiences anticipate the big-budget Christmas adverts from the likes of John Lewis, leading brands and the big-five supermarkets. But the UK Jewish community has never had its own cinematic, heart-warming festive film for Chanukah. This year, that changes.

Brighter Together – The Mascot Massive Chanukah Film is a joyful, charming, entirely no-budget (but big-hearted) production created to bring charities and the wider community together at a time where positivity and connection feel more important than ever.

Created by **CC Comms** — one of the UK's leading creative teams working in and around the Jewish community — the project brings together over 30 charities, community organisations and brand names for the first time in a single piece of seasonal cinematic storytelling.

Film narrative: Can the Mascot Massive get to Lev's Chanukah party in time to light the giant menorah by nightfall?

The film follows Lev the Lion, who has lovingly prepared a Chanukah party for his mascot friends (the **Mascot Massive**) but has fallen asleep, shuffling on a chair after getting everything ready.

Across the community, the rest of the **Mascot Massive** scramble to reach him before nightfall — all carrying a lightbulb for Lev's giant Chanukiah, and each overcoming their own last-minute travel challenges. Racing against the clock, will they all make it in time to bring the light, enjoy the sufganiyot and latkes, and celebrate the Chanukah miracle together?

Along the way, the mascots and charities help one another, just as all the organisations have united for this project in real life:

- All Aboard helps Phil The JNF Blue Box on his journey, when he realises he is never going to fit into the Mini parked on his driveway.
- Jamie the Jami mascot comes to the aid of Chava Heart from Jewish Care to help her (literally) get out the front door.
- JTeen's Wolfy mascot is inspired by the Maccabi GB Community Fun Run to pick up the pace (whilst showing his support for CAA's fight against antisemitism).
- Giv-Ted from GIFT is laden with bags of presents as he makes his way across North West London landmarks, stopping off on his way to pick up a few useful things.
- Chabad has lent Lev a giant menorah for his garden.

A film born from darkness: created to bring light

The narrative mirrors the spirit of the film: collective goodwill, collaboration, and the power of coming together to bring light to the darkness. The tagline at the end of the film, referenced in its name, is **Chanukah is brighter together**.

The soundtrack features a recording of the song 'Chasoif', which is drawn from the closing verses of 'Maoz Tzur', a plea for salvation sung on Chanukah. Its inclusion reflects the heart of the project.

Project director, Adam Selwyn of CC Comms said:

"We all know our community has been facing some particularly dark moments, so we wanted to create something that brings joy, warmth and a real sense of togetherness that people might want to share. This film is a love letter to our amazing charities and community — a reminder that we're brighter together. Sure, it's schmaltzy, cute, silly and a bit heart-fuzzy, but it also carries a message about unity and hope. The fact that we've somehow managed to bring over 30 community names

into one collaborative moment is something special, and it's about time we got our own John Lewis-style seasonal advert!"

A collaborative undertaking and a technical challenge

What began as a simple narrative featuring six well-known mascots quickly grew into a multi-charity, community-wide project as more organisations expressed interest in getting involved. With time tight and logistics complex, the team largely focused on existing clients and warm contacts, but hope to expand participation further next year with a bit more time to plan.

The production was delivered entirely pro bono by CC Comms, Lauren Kayser and project collaborators. No charity or brand paid anything to take part.

"This was a mammoth undertaking, technically and creatively," added Adam. "But the goodwill, talent, enthusiasm and collaboration from everyone involved made it possible. We set out to create a moment of joy for Chanukah, and the response so far has been brilliant. We hope the wider community enjoy watching and sharing the film as much as we enjoyed making it."

Who's in the film?

Over 30 charities and community names feature, either through the mascot characters, cameo moments, brand placement, or visual references – many in blink-and-you'll-miss-them appearances that reward repeated viewing.

The full list is:

- All Aboard
- Aish (Jewish Futures)
- Campaign Against Antisemitism
- Chabad UK / Chabad of Bricket Wood
- Chai Cancer Care
- Community Security Trust
- GIFT
- Jami
- Jewish Blind & Disabled
- Jewish Care
- Jewish Deaf Association
- Jewish Volunteering Network
- Jnetics
- JNF UK
- JTeen
- JW3
- Kisharon Langdon
- Limmud
- Maccabi GB

- Office of the Chief Rabbi
- Resource
- Shaare Zedek
- United Synagogue
- WIZO
- Work Avenue
- World Jewish Relief
- Youth Aliyah Child Rescue
- Zichron Menachem UK

Plus cameo support from:

- **Jewish Chronicle** and **Jewish News**, representing the voice of the community.
- **Sabeny.com**, who supplied props and food for the set.
- **Rachel Creeger** (Ultimate Jewish Mother, comedian, writer, director and speaker), who brought warmth and humour – and who fried latkes for mascots and crew.

Images

A high resolution press shot is available, featuring left to right:

Chava Heart (Jewish Care), Giv-Ted (GIFT), Phil The Blue Box (JNF), Rachel Creeger, Lev The Lion (Kisharon Langdon), Lauren Kayser, Jamie (Jami) and Adam Selwyn



High resolution stills from the film are also available for use:





Resources and embargo

The film is embargoed from public sharing until 2pm on Thursday 11th December.

It can be viewed as a preview at <https://vimeo.com/1144707158?share=copy> using the password MascotMassive@2025

Assets, links, embed code and messaging support will be available at <https://cc-comms.co.uk/chanukah>

We will launch the film on Instagram and Collab with all project participants and media at https://www.instagram.com/cc_comms_uk/

Contact

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