



# YELLOW CANDLE PROJECT

2021

Over 25,000 Yellow Candles distributed in the UK and 10 other countries



Over 30,000 people watched the National Yom HaShoah UK commemoration including the Yellow Candle lighting ceremony



250 people from across the community took part in a virtual Yellow Candle lighting ceremony

## Social media metrics



18,000 people reached



80,000 impressions



130,000 impressions



5,000 visited the Yellow Candle website during Yom HaShoah



#Yellowcandle trended 1st on Twitter on the eve of Yom HaShoah



20,000 views of the Yellow Candle promotional video

## Supported by



The Charles Wolfson Charitable Trust & other private donations



A Project of



Register your interest for Yellow Candle 2022 at [www.yellowcandleuk.org/registration](http://www.yellowcandleuk.org/registration)