



to pause, visit their local church, and rediscover the Christmas story.

The Church of England has launched its 2024 Christmas campaign, *Follow the Star – Calm and Bright*, encouraging people across the country to pause amidst the busyness of December, find moments of calm, and celebrate the true meaning of Christmas at their local church.

The campaign features a series of videos shot using a striking time lapse technique, which places the subject at the heart of hectic, familiar Christmas scenes.

It finds inspiration from the favourite carol '*Silent Night*', from which the words 'calm and bright' are drawn.

The videos contrast the bustle of the season and the stillness depicted in nativity scenes where Mary cradles the new-born Jesus.

The campaign comes on the back of encouraging figures showing a 20 per cent rise in Christmas attendance at churches in England in 2023, marking the third consecutive year of growth.

At the centre of the campaign is a powerful call to action: to explore moments of peace and joy this Advent and Christmas by visiting a local church. These messages are shared through seven short films, each telling a unique story of individuals finding calm in church settings. The films are available on the [Church of England's YouTube channel](#) and are being shared widely across social media platforms.

It builds on the success of previous Christmas campaigns. In 2021, The Church's collaboration with the composer Rebecca Dale saw a new version of '*In the Bleak Midwinter*' reach the number one spot on the classical chart. Last year, the '*Join the Song*' campaign saw thousands of singers up and down the country join for performances of a brand-new setting of '*The First Nowell*' by composer and former Kings' Singer Bob Chilcott.

These campaigns seek to engage creatively with existing and new churchgoers, staying true to the heart of the Christmas message and serving as a reminder that in a world of constant activity, churches are places of stillness and connection with communities and with Jesus.

The Bishop of Stockport, Sam Corley, said: "In the busyness of Christmas preparations, it's easy to lose sight of the peace and hope at the heart of the season.

"This year's campaign is a timely reminder that the story of Christmas invites us into something deeper - moments of reflection, joy, and connection as we celebrate the arrival of a saviour in the reality of our world.

"Churches across the country are opening their doors to welcome everyone to experience that peace and discover that hope this Christmas."

The campaign has already seen remarkable engagement:

Content has already reached 3.4 million impressions on social media, with over 66,000 engagements.

- More than 5.4 million page views have been recorded on AChurchNearYou.com, the Church of England's church-finder website, with over 20,000 users adding services to their calendars or sharing them with friends.
- Collaborations with clergy and influencers—including Rev Kate Bottley and Rev Pat Allerton—have brought the campaign to new audiences, collectively engaging more than 750,000 Instagram followers.

As part of the campaign, the Church's national online services are also proving immensely popular, with a Christingle service trailer on track to become the most-watched YouTube video from the Church in two years.

The videos were recorded at churches in London and Bradford.

To find a local service near you, visit [achurchnearyou.com/Christmas](https://www.churchnearyou.com/Christmas).

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