



Ramadan Mubarak

E Mag



It's what we do



In this E Mag you'll find details for the full calendar of events taking place during Ramadan this year.

There's a great choice of events to get involved with, from cookery and celebrations to joining in with a Co-op fast.



Ramadan is considered one of the holiest months of the year for Muslims, with around 4 million people in the UK observing the season, which lasts on average 30 days based on the Lunar calendar.

During the month of Ramadan, Muslims fast, by not eating food or drinking water, during daylight hours and pray at regular intervals as a means of learning self-control, gratitude, and compassion for those less fortunate.

It's a month of intense spiritual rejuvenation during which Muslims spend extra time re-reading the Qur'an, performing special prayers, fasting and doing good deeds or charitable work.

Schedule of events

Looking after your health in Ramadan

Wednesday 31st March | **2pm - 3pm**

We'll be joined by Dr Amir Hannan MBE who will be talking about how best to look after your health during Ramadan. He'll also be addressing any concerns the Black, Asian and Minority Ethnic community may have about the Covid vaccine.

[Book here](#)

Get ready for Ramadan with Rise

Wednesday 7th April | **10am - 11.30am**

Join the Rise team to get ready for Ramadan where we'll be talking about what happens during Ramadan, listening to colleague stories and our resident Foodology chef will show you how to cook some traditional Ramadan recipes. We'll also talk about how you, as a leader or peer, can support your fasting colleagues.

[Book here](#)

Schedule of events

The Great British Ramadan
- what Ramadan really feels like for Muslims and
the consumer trends that underpin the season

Wednesday 14th April | **1.15pm - 2.15pm**

In this externally led session we will get to know The Great British Ramadan, what the UK's Muslim consumers want, and most importantly how Co-op can create commercial value by engaging with Muslim audiences and practicing meaningful inclusivity. Join us for fun facts, consumer insight, better understanding our colleagues who mark Ramadan, not to mention the huge commercial opportunities of Muslim consumer engagement.

Shelina Janmohamed is the Vice President of Islamic Marketing at Ogilvy, the world's largest advertising and branding agency. She's the author of "Generation M: Young Muslims Changing the World." She's been named as one of the UK's 100 most powerful Muslim women.

[Book here](#)

Schedule of events

Co-op fasting day and community iftar

Wednesday 21st April | **10am - 11.30am**

To share the experience of fasting with Muslim colleagues and Muslims across the globe, we're asking colleagues across the business to join in by participating in the Co-op fasting day.

How to join in:

Option 1 - Fasting full day from sunrise to sunset with no food or water

Option 2 - Fasting part day 8.30am - 8.30pm with no food or water

Option 3 - Fasting part day 8:30am - 8.30pm with only water

Then join us at 8.15pm - 9pm for the community iftar where we'll all break our fast together virtually.

[Book here](#)