

The Islamic celebrations of Ramadan and Eid are during August and September. To give you a greater understanding of these events we have put together some FAQ's.

If you need any advice on targeting the Muslim community in the UK or overseas, then please get in touch or visit our on the website. [research section](#)



## What is Ramadan?

It is the holiest month in the Islamic Calendar and falls in the 9th month beginning 12<sup>th</sup> August 2010.

## What happens during Ramadan?

*The main areas of focus during the month is fasting and prayer. It is a time for spiritual reflection and prayer, where Muslims are to refrain from any activity that does not reinforce these sentiments. The fasting reminds Muslims of the suffering of the poor who don't get to eat well. During Ramadan, Muslims will tend to wake up just before sunrise and eat a meal, and then they will not be able to eat or drink again until sunset.*

## Who has to fast?

*Fasting is obligatory for all adult Muslims, however people who are considered ill or where fasting could negatively affect their health are exempt. If possible, they are expected to make up the days missed when they can.*

## Global Muslim Population

- **23%** of the population – **1.57 billion** – are Muslim (2009)
- More than **60%** of the global Muslim population is in Asia and about **20%** is in the Middle East and North Africa.
- More than **300 million** Muslims, or **one-fifth** of the world's Muslim population, live in countries where Islam is not the majority religion.
- Currently there are approx. **2.4 million** Muslims in the UK (The Times) Source – The PEW Forum

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Tens of thousands of Muslims gather to pray at the Saudi Arabian holy city of Mecca at the Grand Mosque to mark the end of Ramadan and the start of the three-day festival of Eid al-Fitr.

## What is Eid- ul Fitr?

*It is a big 3-day celebration to mark the end of Ramadan, the 'Festival of Breaking of the Fast'. They also take the opportunity to thank Allah for the help and strength that he gave them throughout the previous month to exercise self-control. Eid is a time for forgiveness and making amends.*

## When does it begin?

*It begins when the first sight of the new moon is seen in the sky. This year Eid starts on **September 10<sup>th</sup>**.*

## How is Eid ul-Fitr celebrated?

*There are special services at mosques, processions in the street and celebratory meals. Muslims dress up in their finest clothes, spend time with their family and give gifts to their children. During Eid it is obligatory to give a gift of money to charity to help the poor.*

So if you would like some more information on our audiences which include **South Asian, Eastern European, Chinese, Black Africa, Black Caribbean, Latin American, South African** and **Mainland Europe**; please contact us on **0207 125 007**



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