

Penny Appeal Charity celebrates Ramadan by simultaneously breaking record and saving lives

Humanitarian charity Penny Appeal has achieved an impressive Guinness World Records title, and beaten their own record, for the Longest live broadcast for a charitable event.

By Rachel Swatman



Their television appeal was broadcast on British Muslim TV and lasted an impressive 11 days, 11 hours and 11 minutes – a significant improvement on their 2014 attempt which lasted just over 7 days.

Taking place during Ramadan, the record was officially broken earlier this month at 4.11 am, at the British Muslim TV studios in Wakefield.

Penny Appeal, alongside British Muslim TV, organised the lengthy live broadcast to raise awareness of the charity's work in numerous crisis-hit countries.

They also wanted to raise money for their various charitable programs: OrphanKind, Thirst Relief, Open Your Eyes, hifz Orphan, Feed Our World and Rapid Response: Gaza.

They succeeded in more than their record-attempt as during the round-the-clock broadcast they raised a staggering 1.75 million pounds (approx.) through donations.

Presenters of the programme were joined by exciting special guests including celebrities (such as Hollywood actor Omar Regan) and distinguished scholars (including Dr Reda Bedeir).

Thrilled about the record-breaking triumph, Adeem Younis, Penny Appeal Chair of Trustees said, "We're absolutely delighted to set this new record, which not only demonstrates our commitment to tackling poverty, but the generosity of all our donors too."

Ref: guinnessworldrecords.com