

## Press Release: “Muslim Women Talk Ramadan” Podcast Launch

### For Immediate Release

Muslim Women Talk Ramadan Podcast, the first of its kind, by Muslim women for Muslim women, brought to you by Muslim Mind Collaborative. Hosted by award winning author and podcaster, Shelina Janmohamed.

Ramadan is a sacred month observed by Muslims, marked by fasting, prayer, reflection, and spiritual growth. But Muslim women tell us it’s not always easy. The juggling act of cooking, cleaning, work, family responsibilities, elder care, fatigue, and dehydration can feel endless—all while striving to make the most of this spiritually significant month.

The podcast will explore how to navigate every individual’s personal Ramadan journey, emphasising compassion, kindness, and self-respect. And there will be conversations with incredible trailblazing Muslim women from all walks of life, sharing the wisdom they’ve gained along the way.

In this four-part series, the podcast will engage in candid conversations, creating a space for much-needed me-time for women during Ramadan—a place for real talk among Muslim women.

The podcast is the listener’s BFF, Ramadan pep talk and weekly hug all wrapped into one.

The first headline guest is Baroness Sayeeda Warsi with more exciting guests to be announced. Each episode will feature engaging discussions, expert insights, and personal stories. From physical health to spiritual growth our podcast provides a supportive space for women to explore their well-being.

During Ramadan, 45% of people use this sacred time to give up bad habits, while 90% of Muslims prepare spiritually for the month. Our podcast targets new audiences – young individuals across multiple ethnicities and regions, united by their Muslim identity. In the UK, where 1/3 of Muslims are under 15 and 2/3 are under 30, the potential for engagement, learning, and transformation is immense.

**Join the Journey: Muslim women, this Ramadan is your time for self-care and self-improvement. “Muslim Women Talk Ramadan” serves as your weekly life coach, Qur’an mentor, BFF, and inspiration—all wrapped up in one. From day one until Eid, we’re here to support you on your spiritual journey.**

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Host:

Award winning author and podcaster, and lifelong champion for Muslim women, Shelina Janmohamed brings her expertise and passion to each episode. As our guide, she skilfully navigates the complexities of Ramadan, with honesty and authenticity, offering practical advice and heartfelt conversations.

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Quotes:

“The inspiration behind the launch of the podcast series is to shine a light on the achievements and strength of Muslim women across our communities however big or small, whether striving to be the best versions of ourselves, raising families or balancing a business. We want women to celebrate their Ramadan as their best yet, humanising our challenges, inviting empathy, belief and self-worth, appreciating every effort and struggle to experience the blessings of Ramadan” – Sabah Gilani OBE, Founder, Muslim Mind Collaborative

“The Muslim Women’s Podcast comes at a crucial time, creating a space for open dialogue and to discuss the difficult issues facing us all and allow this Ramadan to be of spiritual benefit to everyone. Islamic Relief’s work to empower women and girls is just one example of the crucial work that needs to be done and something we hope this podcast will help to push forward” - Shazia Arshad, Head of Communications and Creative Content at Islamic Relief

“Muslim women deserve spaces to be themselves, to talk openly, honestly and joyfully about their challenges and aspirations. I’m on a mission to change that, and I hope every Muslim woman will listen and join the conversation. “ Shelina Janmohamed, host of Muslim Women Talk Ramadan

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#### About:

Muslim Mind: We aim to bring together a collaborative of community and mental health service providers to support and facilitate faith-sensitive approaches to addressing mental health and wellbeing of Muslim communities in the UK.

Islamic Relief: Islamic Relief is a global humanitarian organisation committed to alleviating poverty, providing emergency aid, and empowering communities worldwide. Our partnership with “Muslim Women Talk Ramadan” reflects our commitment to uplifting women’s voices.

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#### Release:

Muslim Women Talk Ramadan trailer goes live on Friday 8<sup>th</sup> March 2024

- o EPISODE 0 – TX 08/03/2024 (60 second trailer)
- o EPISODE 1 TX – 10/03/2024 (30 min podcast episode)
- o EPISODE 2 TX – 17/03/2024
- o EPISODE 3 TX – 24/03/2024
- o EPISODE 4 TX – 31/03/2024

Podcast platform: <https://audioboom.com/channels/5128304-muslim-women-talk-ramadan>

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