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PRESS RELEASE

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For Immediate Release

NEW NON-PROFIT URGES BUSINESSES TO CELEBRATE RAMADAN LIKE CHRISTMAS

Washington, D.C. – A new non-profit organization is on a mission to improve consumer services for Muslim Americans during the Islamic holiday month of Ramadan. Launched in December, Dine After Dark is encouraging local restaurants and businesses to offer extended operating hours during the upcoming Ramadan holiday, to make shopping and dining-out more convenient for customers celebrating the season.

“By offering better consumer accommodations during Ramadan, Dine After Dark’s members demonstrate a tangible commitment to inclusive business practices while also making it easier for Muslim consumers to celebrate an important occasion. It’s good for customers, good for businesses, and good for our communities,” says Katherine Ashworth Brandt, President and Founder of Dine After Dark. She says the organization’s mission, “Is really about the Golden Rule: treating others the way you would like to be treated.”

Ramadan is an Islamic holiday celebrated by 3.5 million American Muslims and 1.6 billion people worldwide. During Ramadan, the ninth month of the Islamic calendar, many Muslims celebrate by observing a traditional holiday fast each day from dawn until dusk. As the holiday cycles through the standard Gregorian calendar ten days earlier each year, sometimes fasting can last as late as 9:00pm – the hour when many restaurants and other conveniences close for the evening, leaving consumers with limited choices. Dine After Dark is changing that.

“This is simply good business practice,” Brandt insists, “The idea of businesses staying open later during Ramadan to accommodate Muslim consumers is similar to the idea of Chinese restaurants staying open on Christmas Day to accommodate Jewish and other non-Christian consumers. It’s something businesses can offer their customers to improve the holiday season experience. Dine After Dark is spreading holiday spirit.”

This spring, Dine After Dark’s inaugural season begins with the start of Ramadan on May 5 and runs through June 4, 2019. More information is available at www.DineAfterDark.org.

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