



*The Halal Choice*

## **FOR IMMEDIATE RELEASE:**

### **TAHIRA HELPS YOUNG OFFENDERS DURING RAMADAN**

Tahira Foods have linked with the Muslim Youth Helpline (MYH) to ensure that young offenders do not feel forgotten during Ramadan.

Tahira – Europe’s leading Halal brand – have become an official supporter of the Helpline which is sending gift packs to over 4,000 Muslim prisoners during the festival.

MYH is one of the UK’s leading Muslim charities and its Prison Campaign – now in its seventh year - is dedicated to raising awareness of the special needs and conditions of Muslim prisoners, assisting them while they are in prison and helping them re-engage with society and the community when they are released.

Explains Tahira Foods’ Marketing Manager, Faiza Akmal: “We are pleased to be associated with MYH and their efforts to help Muslim prisoners as part of our long term commitment to supporting Muslim charities.

“Ramadan is a time when Muslims unite and it is important that prisoners do not feel forgotten or isolated at this time.”

Other prominent leading organisations offering their support to MYH are Muslim Hands, The Islamic Establishment, London Muslim Centre, RH Studios, CompleteMuslim.com and Muslim Chaplains Association.

Commented Akeela Ahmed, Chief Executive of MYH: “The prison campaign is a lifeline for many offenders, some of whom who have no hope, and we are grateful for the help of Tahira Foods and all others who are providing such invaluable support.”

**ENDS**

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**NOTES TO EDITORS:**

MYH is a free and confidential support service for young people; please see [www.myh.org.uk](http://www.myh.org.uk) for further information