

AN IMMERSIVE CHALLENGE
IN AID OF RAISE YOUR HANDS



MIDNIGHT
MADNESS
L O N D O N

8 May 2027

WILL YOU JOIN THE MADNESS?



Midnight Madness is an interactive, fast-paced immersive experience where the sharpest minds battle it out to solve cryptic puzzles and complete as many challenges as they can before dawn.

In aid of Raise Your Hands,
Midnight Madness gives you the chance to
experience an unforgettable night while
helping change young lives across the UK.

THE GAME

A MENTAL AND PHYSICAL CHALLENGE LIKE NO OTHER

Midnight Madness is a heady mix of immersive theatre, scavenger hunt and escape-room-style puzzling. It runs overnight, with up to 25 teams of six players racing to complete a series of puzzles embedded in the urban landscape of London.

The winning team will have collected the most points during the night and made it to the finishing line before the clock runs out.





“

You're not just behind a desk; You're not running some marathon course that everybody else is running; You're not just sitting at a high society dinner; You're out in the world being an intellectual athlete.

ELISHA WIESEL

Formerly CIO, Goldman Sachs,
co-creator of Midnight Madness
NYC and dedicated Midnight
Madness London player



WHY COMPANIES TAKE PART

A unique experience

Step beyond the usual socials with a challenge that gets everyone talking.



Team building at its best

Strengthen collaboration, leadership and communication in a fun environment.



Employer brand boost

Show current and future employees that you invest in meaningful, stand-out experiences.



CSR with impact

Make a real difference to high-impact children's charities across the UK.



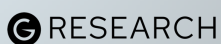
Network and visibility

Join leading firms in the sector whilst competing and connecting.

PAST PLAYERS INCLUDE



Röthesay



BlackRock.

J.P.Morgan



EASTALPHA

Morgan Stanley



PDT PARTNERS

Ox^FORD
ASSET MANAGEMENT

Will your team
beat the top firms?

THE PURPOSE

Although participants in Midnight Madness are fiercely competitive with one another, they are united by a common purpose: to tackle the most pressing issues facing children and young people in the UK.

Midnight Madness enables smart and passionate city professionals to put their IQs to the test for a good cause by raising money for Raise Your Hands and its portfolio of exceptional small children's charities.

[MORE ABOUT RAISE YOUR HANDS >](#)





2026 IN NUMBERS



£830,000

RAISED FOR CHARITY

7



LONDON LOCATIONS

21

TEAMS

OVER
68

PUZZLES

59

ACTORS

126

CHALLENGERS



HOURS OF
GAMEPLAY

THE 2026 VIDEO



WHAT PLAYERS SAY



Edwin Flores

GB · 1 review

May 17, 2026



12-hour, overnight, immersive, London-sized escape room

Consistently one of the main highlights of my year. Amazing event bringing together puzzle solving, immersive theatre, and sheer endurance. All in support of a great charity. Really one of a kind.



Andrew Fisher

US · 1 review

May 18, 2026



Just amazing

There's nothing else like it. Imagine an escape room for 12 hours across London where you get to raise money for an amazing charity at the same time!



Miss Branislava Ivkovic

GB · 4 reviews

May 18, 2026



The most fun night of the year

An amazing immersive experience with creative puzzles and really cool venues.



Jiaxen Lau

GB · 4 reviews

May 20, 2026



The premiere finance puzzle hunt

The premiere puzzle hunt for finance and tech firms in London, raising an immense amount of money for charity, changing the lives of disadvantaged children in the UK.

**READ MORE
REVIEWS**



**WATCH VIDEO
TESTIMONIALS**



DO YOU HAVE WHAT IT TAKES?

THE SMARTS

This is an intellectual challenge above all else. A love of puzzling and escape rooms helps too.

TEAM PLAYER

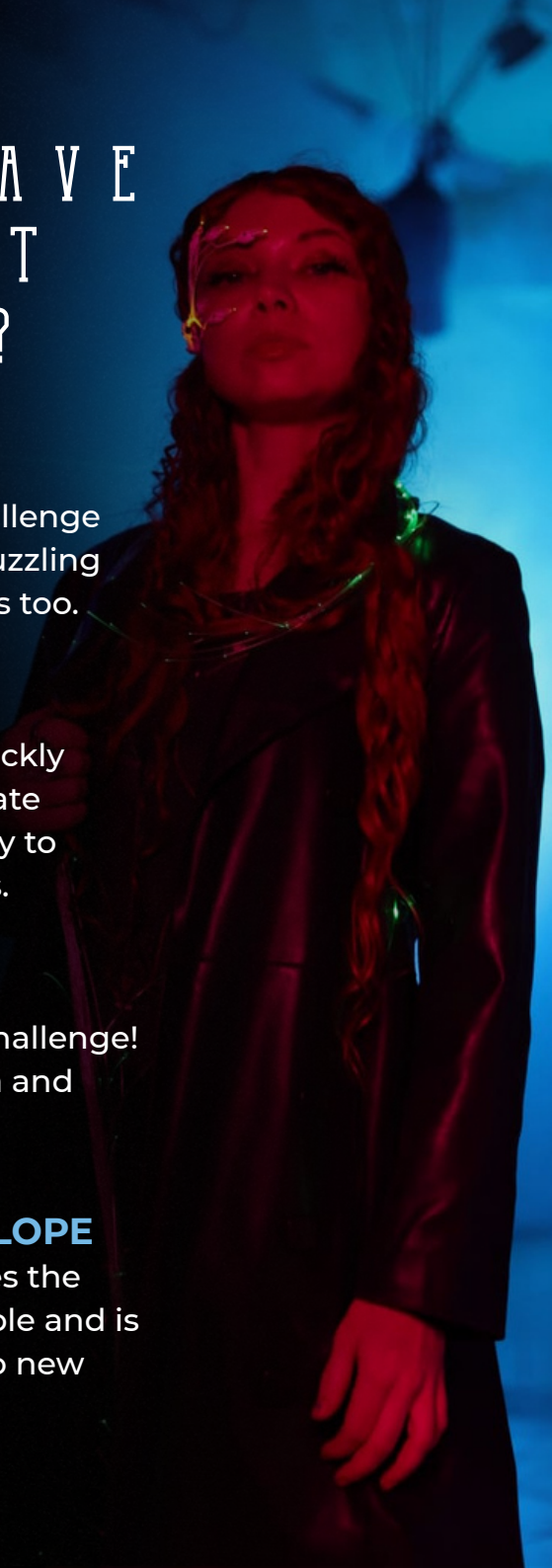
You'll need to work quickly together, communicate well as a team, and play to all of your strengths.

RESILIENCE

This is a full-on overnight challenge! You'll need the stamina and enthusiasm for it.

PUSHING THE ENVELOPE

It's a night that stretches the boundaries of what's possible and is suited to those drawn to new experiences.



ON THE NIGHT

Travelling between locations across London, teams collect codes and cryptic instructions that take them through the night in a surreal sequence of experiences.

Previous years have seen players decipher messages hidden in the lights of Piccadilly Circus, piece together codes while hurtling down the ArcelorMittal Orbit slide, and uncover secrets inside a deserted Madame Tussauds.

19:00 The night begins at a secret starting line - revealed in a complex pre-event puzzle.

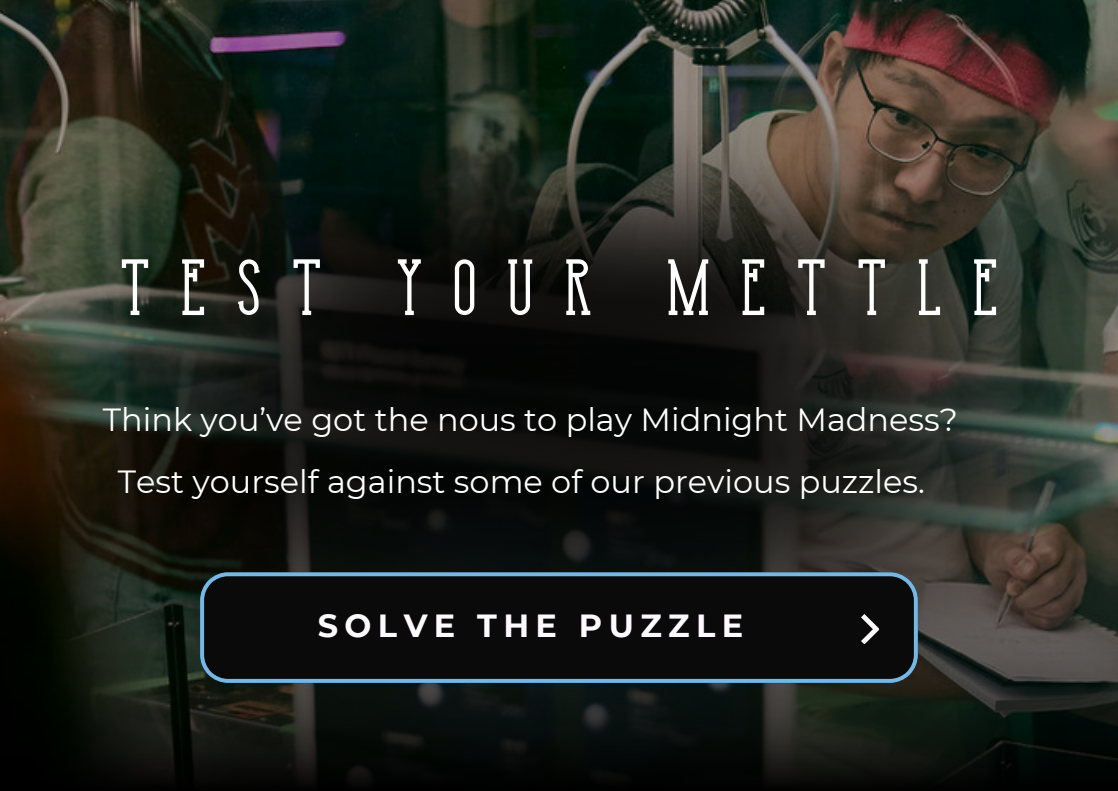
19:30 The pre-event briefing.

20:00 The Madness begins.

06:00 Teams begin to arrive to the end zone.

08.00 Breakfast and trophy ceremony ends.



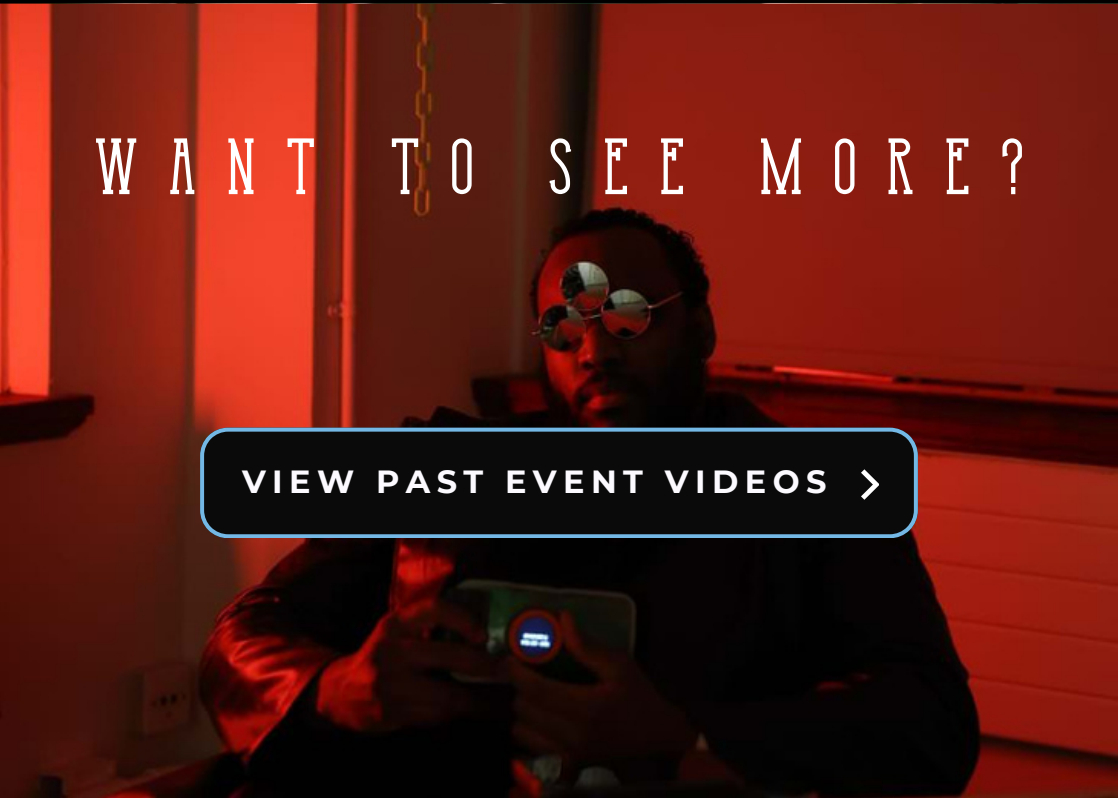


TEST YOUR METTLE

Think you've got the nous to play Midnight Madness?

Test yourself against some of our previous puzzles.

SOLVE THE PUZZLE



WANT TO SEE MORE?

VIEW PAST EVENT VIDEOS



THE NEXT STEPS

I

Team Captains distribute this booklet to prospective team members

II

Raise Your Hands arranges team entry and donation

III

Team Captains recruit up to 5 masterminds to join their team

IV

Team Captains and team members decide on name for their team

V

Teams design team logo with our designer

VI

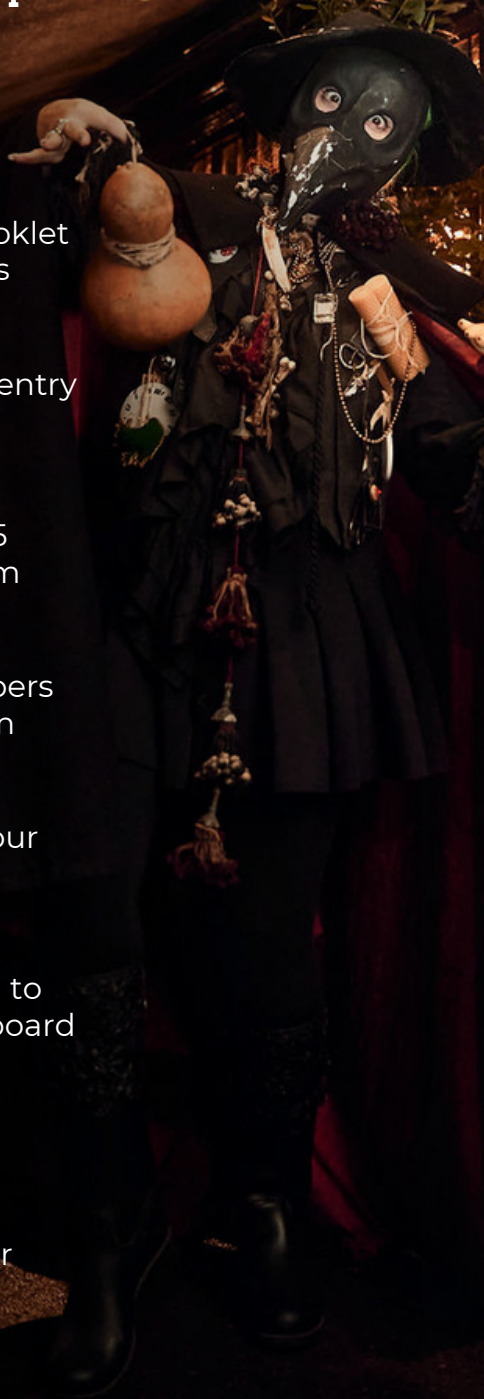
Team fundraising page created to feed into our Hall of Heroes dashboard

VII

Register all players online

VIII

Be prepared to receive further instructions



THE CREATORS

Raise Your Hands believes all children and young people deserve to thrive, to build happy and fulfilling lives, and that small charities are essential in making this happen.

Its mission is to seek out exceptional small charities and to offer donors a different way to support them. Innovators in the philanthropic space, Raise Your Hands delivers event experiences, strategic partnerships, and employee engagement programmes that build donor confidence and improve understanding.



raiseyourhands.org.uk





MIDNIGHT **MADNESS** L O N D O N

madnessuk.com

Raise Your Hands is a registered Charity (CIO) in England & Wales.
Charity no. 1174956.