

AN IMMERSIVE CHALLENGE

IN AID OF RAISE YOUR HANDS



MIDNIGHT
MADNESS

L O N D O N

13 SEPTEMBER 2025



Midnight Madness is an interactive and immersive experience where the best of the best compete with one another to complete as many challenges as possible.

WILL YOU JOIN THEM?

Think The Crystal Maze meets the Da Vinci Code with London as your stage.

In aid of Raise Your Hands - the small children's charity champion - Midnight Madness gives you the chance to have the experience of a lifetime whilst helping improve the lives of young people here in the UK.



"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 Chief Information Officer, Goldman Sachs, co-creator of Midnight Madness New York and dedicated Midnight Madness London player



PAST PARTICIPANTS

Goldman Sachs

OxFORD
ASSET MANAGEMENT

GAM
Investments

MARSHALL WACE

J.P.Morgan
Asset Management

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Man

[XTX]
MARKETS

Quadrature

PDT PARTNERS

Morgan Stanley

BRIDGEWATER

EASTALPHA

CREDIT SUISSE

MERCURIA

T H E G A M E

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 devilishly difficult puzzles embedded in the urban landscape of London

The teams will have to contend with the twists and turns of the immersive narrative that brings all the action together. The winning team will have collected the most points during the night and made it to the finishing line before the clock runs out.

THIS IS A SERIOUS MENTAL AND PHYSICAL CHALLENGE!





THE PURPOSE

Although participants in Midnight Madness are fiercely competitive with one another, they are united by a common cause: that all children across the UK - and the small charities that serve them - should not be forgotten and deserve a chance.

Raising money for Raise Your Hands and its platform of 17 exceptional children's charities, Midnight Madness enables smart and passionate city professionals to put their IQs to the test for a good cause.

Read about all the charities, and their interesting and innovative approach to tackling the issues facing the children they work with, [here](#).





GAME CONTROL

Game Control is stationed in a secret location.

From there they will communicate with you and your team throughout the event.

THE RULES

1. Do not tamper with the clues.
2. No private motorised transport.
3. Follow instructions from Game Control.





2024 IN NUMBERS

 **£763,000**
RAISED FOR CHARITY

7 
LOCATIONS IN LONDON

20
TEAMS

OVER
65
PUZZLES

37
ACTORS &
VOLUNTEERS

120
CHALLENGERS

12
HOURS OF
GAMEPLAY

WHAT THE PLAYERS SAID

"It's an incredible event, run by incredible people, doing incredible things. And we get to have an insane night across London like no other!"

"MM is like Christmas. The anticipation, the special event, and then the sadness of realising you have 364 days to wait..."

"It is my favourite evening of the year: an intellectual and physical challenge that promotes teamwork. "

"Like nothing else.

A combination of a race, sightseeing and team building."

"Everyone did an amazing job, the actors, game controller, designers and everyone involved. Super enjoyable experience for a great cause. Thank you."

"The best thing about Midnight Madness is literally everything!"

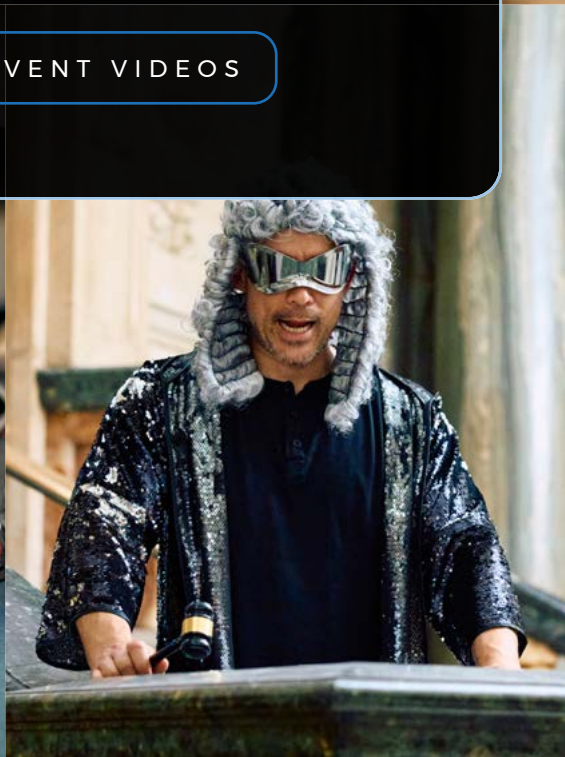
"You can't find something this well thought out anywhere else."



MIDNIGHT **MADNESS**



[VIEW PAST EVENT VIDEOS](#)





DO YOU HAVE WHAT IT TAKES?

Midnight Madness is a challenge like no other
and its players are equally unique.

What does it take?

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.



TEST YOUR METTLE

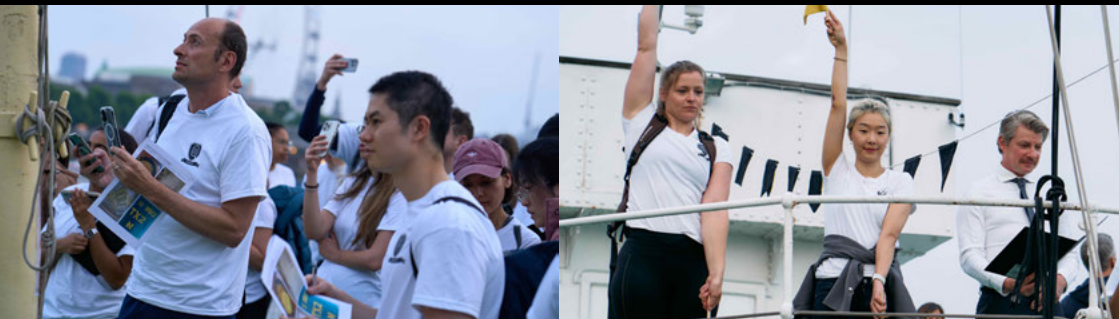
Think you've got the nous to play Midnight Madness?

Test yourself against one of the puzzles from MM23. Teams took on average 15 mins to complete the puzzle.

WHAT TIME CAN YOU GET?

Challenge your colleagues and friends!

[SOLVE THE PUZZLE](#)




O N T H E N I G H T

Teams travel between locations, collecting items, codes and instructions that take them through a surreal series of experiences.

The starting line location is revealed only to those who can solve a pre-event puzzle.

Venues are secret, but previous years have involved: solving clues displayed on the lights in Piccadilly Circus, building a code whilst flying down the ArcelorMittal Orbit slide and finding hidden messages in a deserted Madame Tussauds.

EVENT TIMINGS



7pm	Meet at a secret location in London
7.30pm	Pre-race briefing
8pm	Midnight Madness begins
6am	Teams to finish



T H E N E X T S T E P S

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

Team Captains design team emblem 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

G E T R E A D Y
F O R T H E M A D N E S S

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 to support 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



MindBlown directors Rob Blakemore and Simon Edwards have been involved in the building of ground-breaking creative theatre, immersive experiences and escape rooms, including You Me Bum Bum Train, Secret Cinema and the Burning Man festival.

Mindblown also co-created Quest for Collective Intelligence (QCI) taking escape rooms and immersive theatre into the corporate world of learning and development.

mindblown.io



Charlie Astor and George Whitefield have been responsible for some of the most inventive events London has seen. They have pulled together a crack team of creatives, puzzlers and engineers to deliver the next chapter of Midnight Madness in London.

sharkyandgeorge.com



Rebel Brain Design craft entertaining and interactive worlds - they are the founder of Bewilder Box Escape Rooms in Brighton, co-organizer of the UK Escape Room Industry Collective Conference, and creator of over 50 games, each with their own distinct challenges and lessons.

rebelbrain.co.uk





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