**Strength to do more: Mama D breaks world record while feeding multitudes.**

Ugandan Chef Dorcas Kirabo Bashema, known as Mama D, recently made headlines when she announced her goal to break the world record for the longest cookathon, previously held by Alan Fisher. Inspired by patriotism, many Ugandans rallied together to show their support for Mama D's ambition.

On December 23, 2023, in Kira, Wakiso district, Mama D began her challenge at 10:00 am. Her target was to cook for over 121 hours, surpassing Fisher's record of 119 hours, 57 minutes, and 16 seconds set in Matsue, Shimane, Japan, from September 28 to October 3, 2023.

Over the course of the mornings between December 23 and December 29, 2023, Mama D prepared a total of 121 different meals, including *kigere,* rolex, pilau, beans, *Katogo*, offals, beef, and chicken. In the true spirit of the festive season, Mama D celebrated Christmas by sharing her meals with the community, spreading love and joy during this special time.

Boxing Day, which coincided with Mama D's birthday on December 26th, brought even more excitement as her friends, fans, and even some celebrities joined her cookathon to enjoy her delicious creations and show their support.

Mama D's cookathon also provided an opportunity for companies like Royco, Yalelo Fish, Yo Kuku, and Beverage Companies to market their products. Royco, in particular, saw the alignment between Mama D's ambition and their brand purpose of giving the community the "Strength to Do More." As a result, they chose to partner with Mama D, providing her with the support she needed to achieve her dream. Wangechi Gitahi, the Category Marketing Manager for Unilever Uganda, the parent company of Royco, expressed pride and admiration for Mama D, calling her an inspiration.

Mama D's journey to break the world record serves as a reminder that sometimes our pursuit of different endeavors can have a positive impact on others. Her determination and success have inspired many and showcased the power of resilience and ambition.

More on this story : [How Mama D entered into the world record books (independent.co.ug)](https://www.independent.co.ug/how-mama-d-entered-into-the-world-record-books/#:~:text=Between%20the%20morning%20of%20December%2023%2C%20and%20December,in%20delivering%20a%20tasteful%20range%20of%20local%20delicacies.)