



MEDIA RELEASE

Vinnies CEO Sleepout Launch at 11.00am on Wednesday, 18 April

Venue: Matthew Talbot Homeless Service, 82 Hannell St, Wickham

CEOs in the Hunter and Central Coast will rise to the challenge and sleep rough at the McDonald Jones Stadium, aiming to beat a \$170,000 sponsorship target set last year.

The sixth Vinnies CEO Sleepout Newcastle launches at the Matthew Talbot Homeless Centre at Wickham on Wednesday, 18 April at 11.00am.

The main event will be held on Thursday 21 June, likely to be one of the longest and coldest nights of the year. Local business, community and government leaders will sleep outdoors to support the many Australians experiencing genuine homelessness. Each CEO Sleepout participant commits to raise funds to help Vinnies provide essential services to the people who need them.

“Last year, our Vinnies CEO Sleepout raised \$170,000,” said Denise Lucas, Executive Officer of the St Vincent de Paul Society in Maitland/Newcastle. “That’s a significant part of the \$5.6 million raised nationally for people experiencing homelessness, and this year we can make an even bigger impact.”

The funds raised locally will assist homeless men and children at the Matthew Talbot Homeless Service and provide a caseworker (mental health), food and shelter. The service also provides relocation kits with essential items like pots, pans, cutlery, towels, sheets and other items which people take for granted in setting up a new home.

Media Enquiries: Denise Lucas, Executive Officer

M: 0414 591 394

E: denise.lucas@vinnies.org.au

Launch RSVP: Jennifer Barrie

M: 0411 222 429

E: jennifer.barrie@vinnies.org.au