MEDIA ALERT
Friday 22 June 2018

$2M RAISED IN NSW FOR VINNIES HOMELESS SERVICES

More than 350 CEOs and business leaders braved the cold in Sydney, Newcastle and Wollongong last night for the thirteenth annual Vinnies CEO Sleepout, raising two million dollars and counting.

All the money raised goes towards Vinnies Homeless Services such as crisis accommodation, food essentials and other vital relief.

"Even after the thirteenth Vinnies CEO Sleepout," said Bernie Fehon OAM, who founded the event in 2006, "there's still much more work to do. Homelessness getting worse, making this event and others like it more important than ever."

In NSW, homelessness increased by 37% between the 2011 and 2016 censuses, affecting one in every 200 people in the State.

"If we are to tackle the issue," continued Mr. Fehon, "it's critical to engage different sectors – from government and non-profits to academia and industry. And last night business leaders in Sydney met face-to-face with people who have experienced homelessness, listened to their stories, and heard about the amazing work that Vinnies does to support them."

At the time of writing, the total raised in Sydney alone stood at $1.7m, and the national figure was nearing $6.3m. Donations remain open for people wishing to contribute to the fundraising effort, either through sponsoring a participating CEO or giving directly to the event itself at www.ceosleepout.org.au

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About the Vinnies CEO Sleepout
Since its inception in 2006, the Vinnies CEO Sleepout has raised more than $48 million to fund Vinnies homeless services across Australia. This unique event enables business leaders to actively combat the issue of homelessness by learning more about the issue and experiencing a little discomfort by sleeping out themselves. www.ceosleepout.org.au