

MEDIA RELEASE

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Top accountant champions Vinnies CEO Sleepout cause

A managing partner at one of Brisbane's top professional services firms has joined as an ambassador for Vinnies CEO Sleepout Brisbane 2019, and is challenging Brisbane's corporate leaders to join her sleeping rough to help people experiencing homelessness.

Debbie Smith, from Price Waterhouse Coopers said she became an ambassador for the annual event after seeing its impact firsthand.

"I never realised just how big of an issue homelessness was in Queensland, and just how hard Vinnies are working until I took part in a Sleepout myself," she said.

"Vinnies work is so important because they are actually addressing the root cause of the problem, they are providing homes and shelter and they are doing an amazing job.

"They are also helping so many people on the verge of being homeless and have a number of services which work on stopping homelessness before it happens.

"This is so important, because the number of homeless people would be increasing tenfold if it wasn't for the work of organisations like Vinnies.

"The problem is increasing and we as a business community and the community in general need to do something about it."

Smith said sleeping rough last year at the event gave her a real insight into how the stereotypes of a homeless person differ from the reality.

"It really can happen to anyone," Smith said.

"It is only one night for you, but being involved can have a long term and life changing effect for so many struggling Queenslanders.

"I'd challenge any business leader who hasn't taken part in a Vinnies CEO Sleepout to join us and learn about the scale of the problem, the realities of the homelessness, and the ways in which Vinnies is helping vulnerable people."

Vinnies CEO Sleepout Brisbane 2019 takes place at the Brisbane Powerhouse on 20 June.

Funds raised at last year's Vinnies CEO Sleepout Brisbane and previous Sleepout events were used to purchase townhouses in Brisbane for women and children escaping domestic and family violence.

Go to ceosleepout.org.au to register to join the Vinnies CEO Sleepout Brisbane 2019 or to donate to one of the business leaders who are fundraising.

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Vinnies CEO Sleepout Brisbane 2019 Ambassadors can be made available for comment and interview upon request.

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