



## **MEDIA RELEASE**

### **VINNIES CEO SLEEPOUT**

#### **Winter with nowhere to call home**

With evening temperatures dropping, no-one feels the bitter conditions more than people without a place to call home.

The St Vincent de Paul Society holds the annual CEO Sleepout on 21 June, and in the Hunter over 50 business leaders have already raised over \$50,000 for Vinnies homelessness services, with another \$100,000 the target.

According to the Australian Bureau of Statistics, on census night in 2016 there were 37,715 people facing homelessness in NSW compared to 27,479 five years earlier – a shocking 37% increase.

The Vinnies CEO Sleepout aims to educate participants about the realities of living life below the poverty line and experiencing homelessness. Business leaders are taken out of their comfort zone and experience a night of sleeping without the frills they are used to.

CEOs and executives from five Hunter Valley companies are leading the race for highest fundraisers with over \$20,000 raised collectively by Chad Stead of Lambourne Partners Chartered Accountants; Jason Thomas, Toronto Private Hospital; Morgan Stewart, Club Taree; Simon Walsh, Allambie Care and Adam Boyle, Pegasus.

Other companies fundraising include Custom Fluidpower Pty Ltd, Hunter Primary Care, ATO Newcastle, Compass Housing, Catholic Care and Toronto Diggers.

Vinnies is determined to break the cycle of homelessness and assist people experiencing disadvantage. The goal is to raise \$6.4m across Australia, and the funds directly assist people experiencing homelessness by funding new initiatives and emergency support while maintaining existing homelessness services and access to accommodation and meals.

#### **Event Details**

When: 6.00pm Thursday 21 June 2018 to 8.00am Friday 22 June  
Where: McDonald Jones Stadium, Broadmeadow  
Media contacts: Jennifer Barrie, Event Coordinator, St Vincent de Paul Society

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#### **About the CEO Sleepout**

Since its inception in 2006, the Vinnies CEO Sleepout has raised almost \$36.5million 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: <https://www.ceosleepout.org.au/>