

# MEDIA RELEASE

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## **Brisbane CEOs stand behind Vinnies homelessness push**

Two of Brisbane's leading businessmen are challenging the river city's business leaders to join them in sleeping out to help people experiencing homelessness at Vinnies CEO Sleepout Brisbane 2019.

As event ambassadors, ERM Power CEO Jon Stretch and Rowland CEO Geoff Rodgers, are not new to the annual event – and have in previous years raised more than \$452,000 between them.

With almost 10 years of involvement under his belt, long term supporter Rodgers has seen the positive impact the event has had for people at risk of homelessness.

“When you attend a Sleepout you hear the stories of people who have been assisted by Vinnies and you hear firsthand how Vinnies has used the funds raised to provide people with homes and the chance to improve their lives,” he said.

“I think if you want to be in business you need to contribute to the society you operate in, and support those who have been less fortunate than others.

“My challenge to other CEOs and business people thinking about participating is just do it - it's not that hard. It's only for one night but the impact you will have is immeasurable.”

Jon Stretch, who was one of the Brisbane event's top fundraisers in 2018, raising a staggering \$72,048, said his continued support for the Sleepout is due to his desire to create solutions for people experiencing homelessness.

“Homelessness is all around us, it's a problem that is unforgivable, it is unacceptable, it shouldn't happen. And yet it does. You can see it everywhere and you just want to work on solving it,” he said.

“The more money we raise - the more we can put into programs to support the homeless, the more we understand the issue - the better we can solve the problems that lead to people becoming homeless.”

Vinnies CEO Sleepout Brisbane 2019 takes place on Thursday 20 June at the Brisbane Powerhouse on one of the coldest nights of the year, while Vinnies CEO Sleepout Gold Coast 2019 will be held on the same night at Cbus Stadium.

**Go to [ceosleepout.org.au](http://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.**

**ENDS**

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

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