

MEDIA RELEASE

21 May 2018

POSITIONS OPEN FOR 100 MORE CEOS AT VINNIES

As winter begins to bite in NSW, business leaders are signing up in droves to help raise money for people left out in the cold. But many more are needed.

There's now a month to go until the Vinnies CEO Sleepout on 21 June, which aims to raise \$6.42 million nationwide for Vinnies' services for people experiencing homelessness and disadvantage.

[People like Catherine](#), a single mother who escaped domestic violence and raised three daughters on her own. Catherine was left struggling to get by due to family illness and financial hardship. But when she needed it most, she found much-needed hope and support through the St Vincent de Paul Society's Home Visitation program.

As always, Australia's biggest Vinnies CEO Sleepout event is in Sydney, and so far more than 300 participants are expected to bed down at the White Bay Cruise Terminal on the night. As well as top executives at Google, Fujitsu, Lenovo, Bupa, Menulog and PWC, among the latest to sign up are Deputy Premier of New South Wales John Barilaro and Shadow Minister for Family and Community Services Tania Mihailuk.

A month from the event itself, participants of the Sydney event have already raised more than \$295,000 for Vinnies. But there's still a way to go before Sydney hits its \$2.2 million share of the national target of \$6.4 million.

"People doing it tough need more of Sydney's business community to rise to the challenge over the next few weeks and sign up," said St Vincent de Paul Society NSW CEO, Jack de Groot.

"With the latest census reporting almost 38,000 people in NSW experiencing homelessness – a terrifying 37% increase on 2011 – there isn't a day to lose. Even if you don't sit on a board or in the executive team, you can still make a difference by sponsoring a CEO, nominating your boss or simply donating money via the website."

Event Details

When: 6.00pm Thursday 21 June 2018 to 9.00am Friday 22 June

Where: White Bay Cruise Terminal, Rozelle

Media contacts: Philip Sen | philip.sen@vinnies.org.au | 0477 778 850

Felicity Moody | felicity.moody@vinnies.org.au | 0417 446 430

About the CEO Sleepout

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