



29 March 2019

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MEDIA RELEASE – Launch 7th Vinnies CEO Sleepout Newcastle

Date: 11.00am – 11.45am Thursday, 4th April at the Apollo International

Venue: Best Western Apollo International, 290 Pacific Highway, Charlestown

The Vinnies CEO Sleepout is a one-night event held on one of the longest and coldest nights of the year. Hundreds of CEOs and business owners, as well as community and government leaders, sleep outdoors to raise awareness of people in our local community who are experiencing homelessness. Last year the Vinnies CEO Sleepout raised \$6.9 million for people experiencing or at risk of homelessness.

In the Maitland/Newcastle region, Vinnies operates the Matthew Talbot Homeless Service, which provides supported accommodation and outreach housing to single men and men with children.

A family crisis or breakdown can lead to individuals and families facing financial hardship and sleeping rough in cars, trains or on park benches, or couch surfing among friends.

In 2018, the participants of the Newcastle Vinnies CEO Sleepout raised \$153,757. These funds contributed to accommodation and relocation costs including bedding, blankets, clothing and food/food vouchers, and supported the employment of a specialist Property Officer and a Mental Health Case Worker.

The 7th annual Vinnies CEO Sleepout - Newcastle will be held on **Thursday, 20th June**

Venue: McDonald Jones Stadium – entry via Gate H, all you will need is a pillow, sleeping bag and warm clothes.

To register: <https://www.ceosleepout.org.au/event/newcastle>

Media information contact:

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