



RISE TO THE CHALLENGE

Press release

June 3 2009

CEOs reach the \$100,000 mark for Vinnies CEO Sleepout

The 130 CEOs and business leaders taking part in the St Vincent de Paul Society's CEO Sleepout at Luna Park on June 18 have today passed the \$100,000 mark in their fundraising.

Vinnies CEO John Picot said this was an important milestone on the road to raising a target of \$250,000 towards homeless services in NSW.

"We have now raised one dollar for every homeless person who sleeps out each night in Australia, and I know this is just the beginning," Mr Picot said.

"The enthusiasm and commitment from the country's top CEOs to this event is overwhelming," he said. "The number of business leaders registering continues to grow each day. Most have only just begun their fundraising and we are confident this event will raise money that that will make a significant difference to the lives of people who are without a home.

"It is humbling that people at this level are prepared to take one night out of their busy schedules to experience the discomfort, frustration and humiliation of sleeping on the ground in the cold."

Recently registered participants who will join Minister for Community Services Linda Burney; Dick Smith; NRMA CEO Tony Stuart; Panthers' boss Glenn Matthews; Pfizer CEO John Latham; and Fairfax chief Brian McCarthy include:

- James Kell, CEO Kell & Rigby
- Ian Saines, Group Executive Commonwealth Bank
- Jeremy Morgan, Managing Director Eli Lilly and Company
- Jon Blackwell, CEO WorkCover NSW
- Karl Morris, CEO, Ord Minnett
- Anthony Matis, CEO Australian Newsagents Federation
- David Nelson, Chief Executive UGL Services -- Asia Pacific and Middle East
- Dean Jenkins, Chief Executive United Group Rail
- Sean Pinkwell, CEO Waterfront Entertainment Marketing
- Stephen Knight, CEO, NSW Treasury Corporation

Funds raised through the CEO Sleepout will be used to support homeless individuals and families in their immediate crisis and in the longer-term, to help them achieve sustainable, independent living.

To see the full list of participating CEOs, to register, or to sponsor a CEO log on to www.ceosleepout.org.au

**For more information or to arrange an interview, contact:
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