



ABN: 28 911 702 061  
RN: A0042727Y

43 Prospect Street  
Box Hill Vic 3128  
Telephone: (03) 9895 5800  
Website: [www.vinnies.org.au](http://www.vinnies.org.au)

**Media Release**  
April 2013

## **Vinnies calls for CEOs to chill out for a cause**

St Vincent de Paul Society Victoria is calling for warm-hearted CEOs to surrender their doonas for sleeping bags at the 2013 Vinnies CEO Sleepout at Etihad Stadium on Thursday 20 June, in a bid to raise much needed funds and awareness for homeless Australians.

The country's most influential business and community leaders will join forces at simultaneous events around Australia to experience a glimpse of homelessness for one night, complete with cardboard beds and soup kitchen cuisine.

Due to demand from schools and community groups wanting to host their own local sleepouts, the Society has produced kits and fundraising websites to assist these groups to run their own events. Any funds raised through school or community sleepouts stays in local communities to fund welfare work delivered by St Vincent de Paul Society volunteers.

Though an eye-opening experience for one night for participants, the stark reality is that this is an every day plight for more than 100,000 Australians, with almost 29,000 of these children under 18.

St Vincent de Paul Society Victoria State President Tony Tome says the Sleepout is one of the Society's most impactful fundraising initiatives.

"It's hard to understand just how challenging it is for the 22,000 Victorians sleeping rough every night, however the Vinnies CEO Sleepout provides business and community leaders with a small glimpse of life out in the cold.

"This event not only raises vital funds to support our homelessness services, it puts the spotlight on the issue to remind us that it's everyone's responsibility. No child, woman or man should be living in such dire conditions, and the support of our business community is key to driving the charge against homelessness," said Mr Tome.



**ABN: 28 911 702 061**  
**RN: A0042727Y**

43 Prospect Street  
Box Hill Vic 3128  
Telephone: (03) 9895 5800  
Website: [www.vinnies.org.au](http://www.vinnies.org.au)

The Vinnies CEO Sleepout's top Victorian fundraiser for 2012, Atlantic Group [v] Managing Director Hatem Saleh, felt the discomfort of sleeping in such conditions.

"It is important for Australians to remember that in this land of opportunity, and as easy as things come, they can just as easily be taken away. Last year's Sleepout was an experience I will never forget, and I urge leaders in our community to do their part and register for this year's event."

More than 150 business and community leaders joined the Victorian event in 2012, contributing more than \$638,000 to the \$5.3 million national tally. Funds raised have assisted St Vincent de Paul Society's homeless services in providing accommodation, education and access to medical, legal and financial support.

CEOs from Essendon Football Club, TAC, Zoos Victoria, Carers Victoria and Guide Dogs Victoria, are among the 100 leaders who have already signed on to this year's VinniesCEO Sleepout, and the Society urges other Victorian CEOs to rise to the challenge.

To register, nominate or sponsor a CEO, or more information, please visit [www.ceosleepout.org.au](http://www.ceosleepout.org.au)

**-ENDS-**

For media enquiries, images and interview requests please contact Porter Novelli:

Avigon Paphitis  
[apaphitis@porternovelli.com.au](mailto:apaphitis@porternovelli.com.au)  
03 9289 9555 / 0424 175 643

Lauren Coleman  
[lcoleman@porternovelli.com.au](mailto:lcoleman@porternovelli.com.au)  
03 9289 9555 / 0413 254 545