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## Leading CEOs will sleep rough to put a spotlight on homelessness

With just under four weeks to go until the 2013 Vinnies CEO Sleepout over 885 business leaders have already registered nationally, raising \$1.1 million so far.

The event calls on CEOs to raise awareness about the issue of homelessness while raising funds for Vinnies homeless services and will be held in all capital cities on Thursday 20 June. The CEOs will get a glimpse of the harsh and cold reality faced by so many Australians on a nightly basis as they sleep rough on the longest night of the year.

The St Vincent de Paul Society is using this year's Vinnies CEO Sleepout as a platform to call on both sides of federal government to make an unwavering commitment to the Road to Home White Paper targets to halve homelessness by 2020.

St Vincent de Paul Society NSW, CEO Michael Perusco says that reducing a complex issue such as homelessness was never going to happen quickly but that important foundations have been laid over the past four years.

"In practical terms, these targets have created a situation where the Federal Government and all States and Territories, regardless of politics, are working towards reducing homelessness. An enormous amount of work has been done and it will be lost if the incoming Government in September— Labor or Coalition – walks away from the targets," says Mr Perusco.

In NSW, key participating CEOs have already backed the St Vincent de Paul Society's calls for a commitment to these targets, including Pip Marlow (Microsoft), Kate Burleigh (Intel), Rod Harys (Sydney Kings), Elizabeth Broderick (Australian Human Rights Commission) and Mark Lennon (Unions NSW).

Other NSW registrations include: George Frazis (St George Bank); Matt Comyn (Commonwealth Bank); Steve Lewis (Nokia); David Attenborough (Tabcorp); Deborah Thomas (Bauer Media); Holly Kramer (Best & Less); Paul Nicolaou (Australian Hotels Association); Mark Butler MP (Federal Minister for Housing and Homelessness); Andrew Scipione (NSW Police Commissioner); Deborah Hutton (Balance by Deborah Hutton); George Chmiel (LJ Hooker); Bruce Davidson (Australian Associated Press); Malcolm Turnbull (Member for Wentworth); and Matthew Gidley (Newcastle Knights).

Mr Perusco says that the Vinnies CEO Sleepout continues to enjoy the passionate support of business leaders across the country.

"This event really captures the imagination of business leaders across the country and we are very grateful for this crucial support from corporate Australia. It tells us that there is a belief among Australia's CEOs that homelessness and social inequality are issues that all of us have a responsibility to address," says Mr Perusco.

CEOs who take part in the Sleepout are seeking sponsors from colleagues, friends and family. All money raised will help fund the Society's homeless services across NSW.

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

**Media: Yolanda Saiz 0417 446 430**