



6 June 2013

Leading CEOs will spend 'Onesie' night out in the cold on 20 June

With just two weeks to go until the 2013 Vinnies CEO Sleepout around 1020 business leaders have already registered, with total fundraising hitting \$1.8 million.

The event, which will be held on Thursday 20 June in Sydney, Newcastle, Wollongong, Melbourne, Brisbane, Perth, Adelaide, Launceston, Darwin and Canberra, calls on CEOs to raise awareness about the issue of homelessness while raising funds for Vinnies homeless services.

This year's event hopes to raise \$7 million.

In Sydney, where the event will be held at Carriageworks in Redfern, around 230 CEOs have so far raised over \$700,000.

CEOs will be provided with the bare necessities of a piece of cardboard, a cup of soup and a bread roll before bunking down in the cold on the longest night of the year.

Some CEOs will have an opportunity to keep warm in a 'Onesie' as Best & Less CEO, Holly Kramer puts 200 Onesies up for grabs in order to boost the overall funds raised. Any CEO who receives an individual donation of \$1000 or more will receive a Onesie which they are challenged to wear on the night. In addition, Best & Less will provide a pair of pajamas to a Vinnies homeless service for each Onesie snapped up during the initiative.

In Sydney participating CEOs include: Pip Marlow (Microsoft); Kate Burleigh (Intel); Andrew Stoner (Deputy Premier of NSW); Elizabeth Broderick (Australian Human Rights Commission); 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); and Malcolm Turnbull (Member for Wentworth)

St Vincent de Paul Society NSW CEO, Mr Perusco says that the event continues to capture the imagination of business leaders across the country and that Australia's CEOs and business leaders realise that a real commitment needs to be made by government, business and the not-for-profit sector for solutions to be found.

CEOs who take part in the Sleepout are seeking sponsors from colleagues, friends and family. All money raised will help fund Vinnies' homeless services across NSW. To register, sponsor a CEO or donate visit www.ceosleepout.org.au

To organise interviews with Vinnies or participating CEOs, or to attend the event contact Yolanda Saiz 0417 446 430