



21 June 2013

1100 business out in the cold to raise \$5 million for Vinnies homeless services

The 8th Vinnies CEO Sleepout took place in capital cities across Australia on Thursday 20 June, raising close to \$5 million to support Vinnies homeless services across the country.

Braving the cold in Sydney were business and community leaders including Pip Marlow (Microsoft); Kate Burleigh (Intel); Holly Kramer (Best & Less); George Frazis (St George Banking Group); Steve Lewis (Nokia); David Attenborough (Tabcorp); Matt Comyn (Commonwealth Bank) Deborah Thomas (Bauer Media); Mark Butler (Federal Minister for Housing and Homelessness); Paul Nicolaou (Australian Hotels Association), and Malcolm Turnbull (Member for Wentworth).

Commenting on why she chose to sleep out, Pip Marlow, Managing Director Microsoft Australia said: "I came from a family where social conscience was a big part of our life. They were a role model to me and I want to be a role model to my two girls."

Backing up for his second consecutive sleepout, Malcolm Turnbull said that there are many causes of homelessness but that at the core it was about a loss of engagement.

"It is really about a lack of love, a lack of commitment and breakdown of relationships," said Mr Turnbull.

The St Vincent de Paul Society took the event as an opportunity to continue its call on both sides of federal government to recommit to the 2008 The Road Home White Paper targets to halve homelessness by 2020.

Michael Perusco, CEO St Vincent de Paul Society NSW said, "It is important to note that reducing homelessness was never going to happen quickly. It's a complex issue that takes time and over the last four years the foundations have been established to get some really positive results. An enormous amount of work has been done and it will be devastating if the incoming government in September—Labor or the Coalition—walks away from the targets."

Donations are still welcome at www.ceosleepout.org.au