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Australia's top CEOs receive Black Tie Onesie invitation to Vinnies CEO Sleepout 2014

Over 70 leading CEOs will return to work next week to find a Black Tie Onesie and a personal invitation from Holly Kramer, CEO Best&Less to make the 2014 Vinnies CEO Sleepout their black tie event of choice this year.

Holly Kramer, who was the 2013 CEO Sleepout Fundraiser of the Year, raising over \$150,000 has challenged CEOs to make a commitment to attend the popular business fundraiser to be held 19 June 2014 in ten locations across Australia. Holly explains that as business leaders we need to keep the issue of the homelessness firmly on the national and corporate agendas.

"I have seen firsthand the difference that our involvement in this life changing event can make. As leaders, we need to keep the issue of homelessness firmly on the national and corporate agendas," said Ms Kramer.

Michael Perusco, CEO St Vincent de Paul Society NSW said that the success of the Vinnies CEO Sleepout over the last nine years tells us there is an understanding among Australian leaders that the issue of homelessness is something we all have to address.

"We are so grateful for the crucial support we receive for the event raising vital funds for our services that help thousands of people experiencing homelessness across Australia. Last years \$5.8million dollars is a true testament of the commitment shown by our business leaders and their staff and sponsors. Without this generosity, we simply could not reach out to the number of people we do," said Mr Perusco.

Last year the St Vincent de Paul Society NSW through forty services provided people experiencing homelessness with over 310,000 bed nights; 680,000 meals as well as help with medical, legal, housing, education, training and case management.

You can register at for the 2014 Vinnies CEO Sleepout at www.ceosleepout.org.au.

Photo opportunities with Holly Kramer, Michael Perusco and the Black Tie Onesies are available.

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