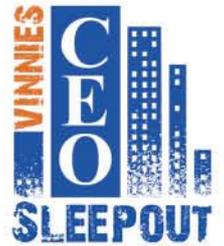


Media Release



Vinnies calling on CEOs ready to rough it

Wednesday 2 April 2014

CEOs and political leaders were handing out cups of soup at King George Square to startled passerbys.

Wearing business suits and aprons, the bunch took time out of their busy schedules to officially launch the Vinnies 2014 CEO Sleepout.

The mid-afternoon stunt called on CEOs to sign up or staff to do in their boss.

St Vincent de Paul Society Queensland CEO Peter Maher, Lord Mayor Graham Quirk and Mayor Paul Pisasale were among the first to sign up for their piece of cardboard to the event to be held later this year.

Mr Maher said the event aimed to raise awareness and much needed funds to go towards services that help address homelessness in the community.

“This year we are urging all CEOs, managing directors and business leaders who have participated previously or would be joining us for the first time, to sign up,” he said.

“Already 91 CEOs have registered for the sleepout event, but we still have plenty of cardboard places left. It’s our fifth year anniversary and we are looking to make it our best event yet.

“We rely on the support of business, government and community leaders to keep homelessness on the agenda and I thank the CEOs that have registered,” Mr Maher said.

CEOs will join Lord Mayor Graham Quirk, Mayor Paul Pisasale and CEO Peter Maher for the sleepout on Thursday 19 June 2014 at The Courier-Mail Piazza, Southbank.

The annual fundraising event is in its fifth year in Queensland and asks CEOs to experience sleeping rough for one night.

All participating CEOs will single piece of cardboard, a sleeping bag and the clothes they are wearing.

More than 100,000 Australians sleep rough each night of the year and in Brisbane close to 20,000 are homeless and either sleep rough, in boarding houses, stay in crisis accommodation or with friends.

The event will be held simultaneously in all capital cities across Australia. Money raised in Queensland will be used to help vulnerable locally through St Vincent de Paul Society services.

CEOs can register online at www.ceosleepout.org.au.

-ENDS-

Media contact: Renee Mansfield 0428 759 814