



Media Release

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St Vincent de Paul Society Victoria calls for CEOs to sleep out for a cause

St Vincent de Paul Society Victoria is calling for business and community leaders to swap their beds for sleeping bags at the 2014 Vinnies CEO Sleepout on Thursday 19 June.

Last year 178 of Victoria's most influential leaders rose to the challenge, raising almost \$700,000 for vital homelessness services in Victoria.

This year schools and community groups are also encouraged to host local sleepouts to help contribute to the fundraising tally, and also to raise awareness of the 105,000 Australians sleeping rough every night.

St Vincent de Paul Society Victoria CEO, Cam Battaglia, said that the CEO Sleepout helps sustain many of the Society's in-demand homelessness services.

"Through the money raised in Victoria last year we were able to continue supporting people in need through services such as five soup van operations distributing 241,000 meals per year to the marginalised and the homeless, and tutoring for disadvantaged students," said Mr Battaglia.

"The CEO Sleepout not only raises vital funds to support homelessness services, it's also about advocating for the needs of people without adequate housing. This year we are calling on government to address the growing housing affordability crisis which is a leading cause of homelessness in Australia."

Held at Etihad Stadium, this is the fifth Victorian Vinnies CEO Sleepout. The event takes place simultaneously in Melbourne, Sydney, Brisbane, Perth, Canberra, Adelaide, Hobart, Darwin, Wollongong and Newcastle.

Leaders from Guide Dogs Victoria, KPMG, Southern Cross Austereo, EnergyAustralia and Lend Lease are among the 120 business and community leaders already signed up to this year's Vinnies CEO Sleepout.

To register, nominate or sponsor a CEO, or for more information, visit www.ceosleepout.org.au. For more details on organising a school or community sleepout visit <http://vinniesleepout.gofundraise.com.au>.

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