



ABN: 28 911 702 061

RN: A0042727Y

43 Prospect Street

Box Hill Vic 3128

Telephone: (03) 9895 5800

Website: www.vinnies.org.au

Media Release

19 May 2014

CEOs begin one-month countdown to Sleepout fighting homelessness

One month remains until Victoria's business and community leaders give up their beds for a night to support the fight against homelessness.

The number of CEOs signing up to raise funds and awareness for Victoria's homeless is still climbing, with support being generated in all sectors.

St Vincent de Paul Society Victoria CEO, Cam Battaglia, thanked Victoria's business elite for their support, with some signing up for their fifth year.

"At this time of year, it's important to remember the thousands of Victorians who sleep rough each night," he said. May is traditionally the month when demand for assistance from the St Vincent de Paul Society peaks, with 4,885 calls to the welfare assistance line recorded that month last year.

"Last year we had 161 participants and raised \$685,000 which was a great effort, but it's important we do even better this year to keep up with the increasing demand. At the moment we have 145 people signed up in Victoria and they've raised \$69,087, so we still have a long way to go."

Beyond the private sector, 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 who are experiencing homelessness.

Held at Etihad Stadium on Thursday 19 June, 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.

Victorian participants include CEOs and directors from KPMG, Webjet, Rio Tinto, Guide Dogs Victoria, St Vincent's Hospital, Energy Australia, Southern Cross Austereo and more.

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>.

-ENDS-

For media enquiries, images and interview requests please contact Porter Novelli:

Candice Lever

clever@porternovelli.com.au

03 9289 9555 / 0401 696 793

Chanelle Shibata

cshibata@porternovelli.com.au

03 9289 9555 / 0423 260 685