



22 May 2014

Top business leaders countdown to sleep rough for one night

With just four weeks to go until the 2014 Vinnies CEO Sleepout, over 900 business leaders have already registered nationally, raising close to \$900,000 so far.

The Vinnies CEO Sleepout to be held on 19 June 2014 offers business and community leaders the chance to get a glimpse of the harsh and cold reality faced by so many Australians every night of the year. The event calls on business leaders not only to raise funds for Vinnies homeless services but importantly to raise awareness about the issue of homelessness affecting 105,000 Australians every night.

In NSW, there are 28,190 people experiencing homelessness every night.

The St Vincent de Paul Society is using this year's Vinnies CEO Sleepout to call for action on the growing housing affordability crisis, the leading cause of disadvantage in Australia.

Michael Perusco, CEO St Vincent de Paul Society NSW said ensuring that affordable housing is accessible to more Australians is essential to addressing the issue of homelessness and breaking the cycle of disadvantage.

"If we want to assist people to move out of homelessness into community or independent housing, or prevent homelessness from happening to people in the first instance, addressing housing affordability is a crucial part of that process," said Mr Perusco.

Ray Reynolds, President St Vincent de Paul Society NSW explains that the network of Vinnies members across the country are visiting people in crisis every day and are in a unique position to understand the real impacts of the housing affordability crisis.

"The people we assist our telling us very clearly that unaffordable housing and rents are putting enormous pressure on their ability to keep their heads above water," said Mr Reynolds.

Participating CEOs in NSW include: George Frazis, St George Banking Group; Matt Comyn, Commonwealth Bank; Holly Kramer, Best&Less; Nicholas Gray, The Australian; Dan Rosen, ARIA; Mark Newman, Orotan Group; Kevin Ackhurst, Google Enterprise; Peter McInyre, Transgrid; Ashley Spencer, Vice President Hilton Australasia; Samantha Johnson, Harley-Davidson Australia; Steve Lewis, Nokia; The Hon. Christopher Pyne, Member for Sturt; Matt Gidley, Newcastle Knights; Christine Forster, City of Sydney; Murray Coleman, Lend Lease; and Michele Bruniges, NSW Department of Education and Communities.

Funds raised from the Vinnies CEO Sleepout go towards Vinnies homeless services around Australia.

Participants are currently seeking sponsors and donations from their peers and the community.

To register, sponsor a CEO or donate visit www.ceosleepout.org.au

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