



12 June 2014

One week until the 2014 Vinnies CEO Sleepout

As the cold weather starts to set in and the rain starts to fall, the country's top business and community leaders are counting down the days until they sleep rough for one night as part of the 2014 Vinnies CEO Sleepout.

The event will be held around the country on Thursday 19 June and nationally 1,050 CEOs have raised over \$2.6 million so far. In NSW total fundraising is nearing \$900,000.

Michael Perusco, CEO St Vincent de Paul Society NSW says that year after year this flagship event continues to capture the hearts and imaginations of the business world.

"The on-going and crucial support that we receive from corporate Australia is very encouraging. It clearly shows us that our business leaders believe that all Australians have a responsibility to address the issues of homelessness and social inequality," said Mr Perusco.

With just the bare necessities of a piece of cardboard, a cup of soup and a bread roll, the usual comforts participating CEOs are used to will seem a faraway thought as they brave the winter elements.

What: Vinnies CEO Sleepout 2014

When: Thursday 19 June 2014

Where: Carriageworks, Redfern from 6pm

Who: 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; Peter McInyre, Transgrid; Ashley Spencer, Hilton Sydney; Samantha Johnson, Harley-Davidson Australia; Steve Lewis, Nokia; The Hon. Christopher Pyne, Member for Sturt; Christine Forster, City of Sydney; Murray Coleman, Lend Lease; Karl Sice, Staples; Simon Fenn, Savills Australia; Chris Hourigan, Janssen; and Sam White, Loan Market.

To donate go to www.ceosleepout.org.au

Media: For interviews or to attend the event call Yolanda Saiz 0417 446 430