



16<sup>th</sup> June, 2014

## MEDIA RELEASE –

# Vinnies CEO Sleepout 19 June, 2014

This Thursday on the 19<sup>th</sup> June, 40 CEOs, Business and Community Leaders have given up their warm cosy beds tonight to participate in the Vinnies 2014 CEO Sleepout to be held at Hobart Showgrounds in Glenorchy commencing at 5.00pm. Over \$70,000 has been raised and the donations keep flowing!

The event calls on our leaders to raise awareness about the issue of homelessness whilst raising funds for Vinnies homeless services and will be held in every capital city across the country tonight. The participants will sleep out in the cold on sheets of cardboard on one of the coldest nights of the year.

It is an alarming statistic that over 105,000 Australians experience homelessness every night. Nationally we hope to raise \$7 million for Vinnies homeless and support services.

Tasmanian leaders participating include:-

Grant Hinchcliffe CEO of Tasmanian Independent Retailers (IGA) **who has been our highest fundraiser for the past three years**

Tim Franklin CEO - Radar Promotions

Craig Davis - Southern Cross Austereo

Scott Gadd - Royal Agricultural Society of Tasmania

Frances Pratt -St Vincent de Paul Society

Mike Brewster --TasWater

Stephen Conway - TasTAFE.

Interview opportunities are available with participating CEOs. To arrange an interview please call the media contact below.

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