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CEOs photo finish to leading fundraiser title at Vinnies CEO Sleepout

The Vinnies CEO Sleepout held in Sydney last night saw leading fundraisers, Holly Kramer, CEO Best&Less and George Frazis, CEO St George Banking Group fall across the line together to share the leading fundraiser title for 2014.

The retail and banking duo raised \$212,000 each; calling on their respective customers and employees to help break the usually illusive \$200,000 mark.

The Sleepout which saw 1000 CEOs sleep out nationally and around 300 in NSW raised \$5.4 million across the country and is pushing the \$2 million mark in NSW. Other leading fundraisers in Sydney include Matt Comyn, Commonwealth Bank Australia \$89,000; Malcolm Turnbull, Member for Wentworth \$59,567; and Michael Boyle, Abergeldie Infrastructure \$51,000.

St Vincent de Paul Society NSW CEO, Michael Perusco says that the generosity of all participating CEOs is crucial in helping Vinnies deliver a range of services and programs which address homelessness.

“Every year community and business leaders throw their support behind this event because it gives them an opportunity to not only raise funds to assist the more than 100,000 people experiencing homelessness in Australia, but to come together to learn more about the complexities of the issue and what we can all do to make a real difference,” he said.

Since its inception, the event has gone from strength to strength and raised a total of \$24 million which have been directed towards the provision of homeless services across the country.

In 2015, the event in Sydney will celebrate its 10th anniversary and is calling on leading CEOs who have participated before and some of those who have never slept out to join together under the banner of “10 years, \$10 million dollars, 100,000 reasons”.

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