



3 June 2014

Kate Ceberano supports Vinnies CEO Sleepout at Government House

This year's CEO Sleepout will be held in the grounds of Government House, as the Governor of South Australia opens his gates and grounds to participants on Thursday 19 June 2014.

Prior to this year's participants 'bunking down' for the night in the grounds of one of Adelaide's most beautiful addresses, Kate Ceberano will take on the role of emcee, welcoming those brave enough to Sleepout at the event.

His Excellency Rear Admiral Kevin Scarce, who will also be sleeping out for the event said "It is my pleasure to welcome Kate and Adelaide's CEOs, business leaders and community leaders to sleep out in the grounds of Government House to support the fine work that Vinnies does with those facing challenging and difficult times in our community".

Kate Ceberano, one of the greatest voices Australia has produced, brings passion, heart and joy to every project she is involved with. Not only is she an amazing singer and an extraordinary performer, she also finds time to supporting events like the Vinnies CEO Sleepout. Kate is currently the Artistic Director of the Adelaide Cabaret Festival.

Kate Ceberano said "Taking on the role of emcee at this year's CEO Sleepout in Adelaide is an honor and one which I am looking forward to. Raising awareness of Vinnies' essential homeless services across South Australia is vital especially as the cold winter months close in."

As Artistic Director for the Cabaret Festival, Kate Ceberano has generously given Vinnies 20 tickets to 'The Kermond 3 Gen Variety Show' to give away to people they assist who would not otherwise have the opportunity to attend the Cabaret Festival.

Ms Ceberano continues "it's wonderful to be able to share the joy you get from experiencing a live show and when you see incredibly talented people at work."

Last year CEOs from leading South Australian businesses braved the elements and slept outside for one night during winter to experience just how tough it is for the thousands that sleep rough every night. Since the inaugural Vinnies CEO Sleepout, Australian executives have raised over \$8 million to support our work with those facing homelessness.

This year Vinnies aim is to have an even greater support from the South Australian business community.

David Wark, CEO, the St Vincent de Paul Society (SA) says registering for this year's CEO Sleepout in the grounds of Government House is simple. "CEOs keen to participate simply log onto ceosleepout.org.au and fill out the registration form under the *Get Involved* tab. They can then direct family, friends, colleagues and contacts to the website to sponsor them for sleeping one night out in the cold. Those who have always thought of participating but keep finding 'excuses' not to brave the elements for one night, well, this year is the year to do it."

Homelessness – the facts and key messages

- There are more than 105,000 Australians homeless every night, including 7,500 families.
- More than 12,000 Australian children under the age of 12 have no home.
- A further 22,000 young people aged 12 to 18 are homeless, most of them estranged from their families.
- Most families who are homeless are women and children escaping domestic and family violence.
- 44% of homeless Australians are staying temporarily with family and friends; 20% are living in boarding houses and other temporary accommodation; and 18% are sleeping rough on the streets.
- Homelessness Australia estimates there are "over 1,300 homeless assistance services across Australia. Each year the homeless service system provides almost 3 million nights of accommodation.

Photo Opportunity & Interview

- When: Tuesday 10 June 2014, 9am
- Where: Government House, entry via main gates corner of North Tce and King William Street
- Who: His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Kate Ceberano and David Wark (CEO St Vincent de Paul Society (SA))

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