



**November 2014**

**NSW Premier, Mike Baird to launch Vinnies Christmas Appeal**

NSW Premier, Mike Baird will help the St Vincent de Paul Society launch its 2014 Christmas Appeal on Thursday 6 November at Vincentian House, a homeless service for families experiencing homelessness.

The Premier will join Sir William Deane AC KBE QC, Patron of the St Vincent de Paul Society Support Services and people assisted by the service at a rooftop BBQ to launch the Vinnies Christmas Appeal, which this year aims to raise \$1.1 million.

In the last financial year, the St Vincent de Paul Society NSW provided around \$22 million worth of assistance to over 400,000 people. This includes \$3.7 million provided over the Christmas period of December to January 2013/14.

Michael Perusco, CEO St Vincent de Paul Society NSW said that while most people see Christmas as a time of joy, for many Australians it is a time full of desperation as they struggle to make ends meet.

“For many families who are struggling to pay their bills and put food on the table, the dream of buying gifts for their children or preparing a special Christmas meal is way out of reach,” said Mr Perusco.

Ray Reynolds, President St Vincent de Paul Society NSW expressed his gratitude to Premier Baird for his support and asked that Australians dig deep in support of this year’s Christmas Appeal.

“We couldn’t do the work we do without the generous support of the Australian public. Each donation will help us make a difference in the lives of people experiencing disadvantage and isolation this Christmas,” said Mr Reynolds.

**What:** Vinnies Christmas Appeal 2014 launch

**When:** Thursday 6 November 10.15am sharp

**Where:** Vincentian House (entry via 361 Crown Street, Surry Hills – opposite the Adina Grand Hotel)

**Who:** The Hon. Mike Baird, NSW Premier; Sir William Deane AC KBE QC, Patron of SVDP Support Services; Ray Reynolds, President, St Vincent de Paul Society NSW and client experiencing homelessness

**Premier Baird will conduct a door stop.**

**Media: Please indicate your intention to attend the launch to Yolanda Saiz 0417 446 430**