



27 May 2015

The countdown begins until top business leaders sleep rough for homelessness

With just on three weeks to go until the 10th anniversary 2015 Vinnies CEO Sleepout, over 1110 business leaders have already registered nationally, raising almost \$1.5million so far.

The Vinnies CEO Sleepout, to take place on 18 June 2015, is an experiential affair which offers business and community leaders a small glimpse of homelessness.

This year marks the 10th anniversary of the Vinnies CEO Sleepout and participating CEOs are pushing themselves above and beyond their normal fundraising targets to reach the \$10 million goal.

Michael Perusco, CEO St Vincent de Paul Society NSW said that housing costs are arguably the single biggest driver of poverty and disadvantage in Australia.

“The growing housing affordability crisis in Australia is pushing people who may already be struggling further into poverty. Access to social and affordable housing is a crucial piece of the puzzle if we are to get more people out of homelessness and leading independent lives,” said Mr Perusco.

Already signed up to participate in the Sydney event is Alison Watkins, Coca Cola; Martine Jager, RAMS; The Hon. Luke Foley, NSW Opposition Leader; The Hon. Malcolm Turnbull, Member for Wentworth; Andy Vesey, AGL; Nicholas Gray, The Australian; Sue Cato, Cato Counsel; Luke Baylis, Sumo Salad; Holly Kramer, Best&Less; Christine Bartlett, Mirvac; Matt Lawler, Yellow Brick Road; Jeremy Simpson, Southern Cross Austereo; Nick Pigot, TVSN; Stefan Kopp, Aldi; Christine Holgate, Blackmores; Bruce Davidson, Australian Associated Press; Charlie Wood, Dropbox; Sam White, Loan Market; Mim Haysom, M&C Saatchi; Nick Baker, Red Balloon; Christine Forster, Councillor City of Sydney.

Over the past ten years the Vinnies CEO Sleepout has raised \$24 million to support Vinnies homeless service around Australia.

To register or donate visit www.ceosleepout.org.au

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