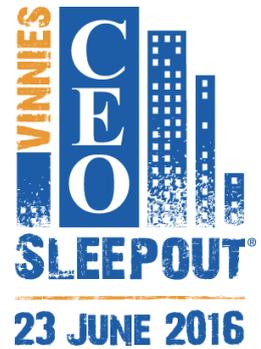


# Media Alert

Thursday 7 April 2016



## Homelessness doesn't happen overnight

Once again CEOs and community leaders are gathering in Sydney to show their support for the Vinnies CEO Sleepout. They'll be urging other CEOs heading to work this Thursday 7 April at 8am at Martin Place to join.

Vinnies is calling on CEOs to rethink, relate and respond to homelessness, as happened to David Masterton, CEO of Masterton Homes, who is participating for the third time this year.

“Doing the Vinnies CEO Sleepout in 2014 was the trigger to get me involved. Since then I've been actively lobbying the Government for change,” he said.

“Housing affordability in NSW is atrocious – it gets worse and worse every year. It's wrong that a country as well off as we are has so many homeless people.”

Dianne Lucas, Acting CEO St Vincent de Paul Society NSW, said the response so far has been excellent.

“So far we have over 150 CEOs and community leaders signed up and raising funds, and over a quarter are women,” said Ms Lucas.

“This year's theme is around prevention and early intervention. We firmly believe – and the evidence backs us up – that by getting in early and supporting clients at risk of losing their homes we see them able to maintain their tenancies.

“Not only does supporting them to stay in their home reduce stress, it also improves physical and mental health and enables people to strengthen their family and community relationships.”

To date over \$30 million has been raised through the CEO Sleepouts nationally to fight the homelessness crisis.

### **Business and community leaders attending the launch include:**

Mick Boyle, CEO Abergeldie, Bernie Fehon, CEO Tactical Solutions, Nicholas Gray, CEO *The Australian*, Dr Caroline Hong, CEO Asia Australia, Russel Levert, Our Big Kitchen, Nev Nicols, CEO John Holland and Ian Poole, CEO UXC Connect. Linda Burney MP will also be attending – this will be her third CEO Sleepout.

**For footage of reflections from the 2015 Sydney CEO Sleepout:** [www.ceosleepout.org.au/video](http://www.ceosleepout.org.au/video)

### **Launch details**

**When:** 8.00am, Thursday 7 April 2016

**Where:** Martin Place (outside Vinnies Van, at intersection of Phillip St)

Photo and interview opportunities available.

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Website with more information: [www.ceosleepout.org.au](http://www.ceosleepout.org.au)

The 2016 Vinnies CEO Sleepout will take place on **Thursday 23 June** in Sydney, Wollongong and Newcastle, Melbourne, Brisbane, Townsville, Gold Coast, Perth, Canberra, Launceston, Darwin and Alice Springs. Adelaide will host its CEO Sleepout on 16 June.