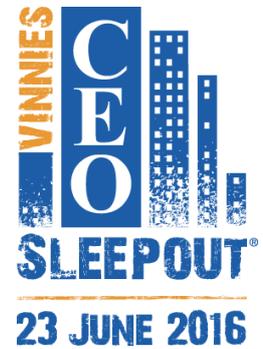


Media Release

Thursday 26 May 2016



Only four weeks to go before business leaders sleep rough

The eleventh national Vinnies CEO Sleepout is only four weeks away. So far, close on 300 business leaders will be heading to the Sydney event at Carriageworks on 23 June. Almost \$1.25 million has been raised so far, of which nearly \$300,000 is from Sydney leaders.

Over 105,000 Australians experience homelessness each year. For just one night, business and community leaders will give up the comfort and safety of their beds at home to get a glimpse of what it means to be homeless.

Dianne Lucas, Acting CEO St Vincent de Paul Society NSW, said there is growing housing affordability crisis in Australia and that attitudes need to address the crisis facing Australia.

“This year, we are asking CEOs to “rethink, relate and respond to homelessness positively”. With over 180 CEOs sleeping out for the first time this year, we are hoping to see the issue of homelessness rising on the corporate agenda.

“Without doubt, the Australian housing market produces large gains for a minority, while others are driven deeper into poverty, unable to break the cycle of disadvantage. Improving access to social and affordable housing is paramount if we are to enable people to move out of homelessness.

“We, along with other providers in the sector, have formed the [Vote Home](#) alliance. We have written widely to politicians seeking a coherent national strategy to deliver more affordable housing and end homelessness. We are encouraging our CEOs to come on board and support our initiative.”

Already signed up to participate in the Sydney event are major leaders including: Alistair Preston (AGL); Nick Baker (Red Balloon); Hon. Linda Burney; Dustin McClung (Sony Music); Peter Tonagh (Foxtel); Vittoria Shortt (Commonwealth Bank of Australia); Matt Codrington (Lenovo); Michelle Guthrie (ABC); Julie Ward (Zigzag.tv); Stephan Kopp (ALDI stores); Glenn Andrew (Dyson); Kylie Rogers (Mamamia); David Matthews (GWS Giants); Jason Sargent (Red Bull Australia); Michelle Hespe (The CEO magazine); Dianne Lucas (Vinnies); Karl Sice (Staples); Charlie Wood (Dropbox); Alison Watkins (Coca-Cola Amatil Limited); Justin Pascoe (Wests Tigers).

CEOs can still register for this year’s Vinnies CEO Sleepout. Head to the website to find out more about how to register, nominate your CEO for the challenge, or make a donation.

The Sydney Vinnies CEO Sleepout will take place at Carriageworks, Eveleigh on 23 June.

For more information visit: www.ceosleepout.org.au

Media contact: Phyllis Sakinofsky | Phyllis.sakinofsky@vinnies.org.au | 0417 446 430

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.