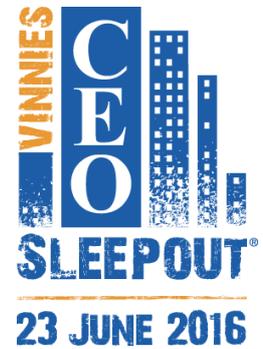


# Media Release

Monday 27 June 2016



## CEOs around Australia braved the cold to raise awareness and funds for the homeless

Last week in Sydney 350 CEOs and community leaders slept outside at Carriageworks as part of another successful Vinnies CEO Sleepout across Australia.

Three CEO Sleepouts were held in NSW and have raised over \$2 million so far: in Sydney \$1,780,000 was donated by 10,000 people, in Newcastle 57 CEOs slept out and raised \$107,000 and in Wollongong 32 leaders raised \$138,000.

They were among 1500 CEOs nationally whom together raised close to \$5.7 million but are still \$800,000 short of the target.

Dianne Lucas, Acting CEO St Vincent de Paul Society NSW, thanked everyone who generously supported the CEOs who slept out in the cold.

“The financial donations by the public will ensure Vinnies can continue to support the thousands of men, women and children who access our services on a daily basis,” said Ms Lucas.

“We were fortunate that the Sleepout was held before the cold spell hit, but those who are forced to sleep rough will have felt the full impact of the weekend’s low temperatures.

“People still have the opportunity to donate and we hope that over the coming days and weeks we will beat our national target of \$6.5 million.”

Many of the CEOs who participated for the first time have committed to coming again in 2017 – on Thursday 22 June.

In addition to raising much-needed funds, the Sleepout is an opportunity for key influencers across Australia to lend their voices to support the most vulnerable members of our community.

“We know that every year the participants will be reflecting on what they learnt first hand on Thursday night from those who are at risk of, or are experiencing, homelessness,” said Ms Lucas.

“We hope that business leaders will make longer term commitments to reducing homelessness by partnering with Vinnies and by undertaking initiatives in their workplaces.

“After their exposure to the services and programs that Vinnies runs across the state, they are better equipped to take action in whatever industry or sector they come from to reduce homelessness and increase the stock of affordable housing.”

To make a donation visit [www.ceosleepout.org.au](http://www.ceosleepout.org.au).

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