

## MEDIA ALERT

18 April 2018

A Brisbane executive with firsthand experience of homelessness - sleeping in her family's car as a child and escaping family violence as a teenager - will tell her deeply personal story at the national media launch of Vinnies CEO Sleepout® Brisbane today (Wednesday 18 April).

Helen Yost, founder and GM of all-female plumbing company Tradettes and Vinnies event ambassador, will speak from the site of the 2018 event– the Brisbane Powerhouse – formerly a derelict site sheltering Brisbane's homeless.

At the launch, Vinnies CEO Peter Maher will address the escalating homelessness crisis and Vinnies mission to reduce it, while Vinnies volunteer member and event ambassador, GlobalX CEO Peter Maloney, will challenge Brisbane's community, business and political leaders to join him as he fights homelessness in his sleep.

This year's Sleepout on 21 June promises a colder, harder and harsher experience, with more than 220 leaders expected to sleep on the cold hard concrete base of Brisbane Powerhouse on the longest night of the year – winter solstice - a first for the event.

Each night, almost 6000 people in Brisbane and almost 22,000 Queenslanders have no place to call home. This year, the Vinnies CEO Sleepout® Brisbane aims to raise \$1 million, with funds to make a direct and real difference in the lives of those who are experiencing or are at risk of homelessness. To sign up or donate go to [www.ceosleepout.org.au](http://www.ceosleepout.org.au).

- WHAT:** National launch of the Brisbane Vinnies CEO Sleepout® 2018
- WHO:** Helen Yost, CEO of Tradettes and Peter Maher, CEO, Vinnies
- WHERE:** The forecourt entrance of Brisbane Powerhouse, 119 Lamington St, New Farm.
- WHEN:** Wednesday 18 April 2018. 9.45am arrival for a 10am sharp start.

### INTERVIEW OPPORTUNITIES:

- Helen Yost, GM, Tradettes, formerly homeless
- Peter Maher, CEO, St Vincent de Paul Society Queensland
- Peter Maloney, Vinnies volunteer and CEO GlobalX

### VISION OPPORTUNITIES:

- All speakers with sleeping bags and beanies preparing for their night in the cold sleeping rough on the outdoor concrete floor of Brisbane Powerhouse.
- All speakers in front of 1.2m high white illuminated lettering spelling "CEO" with the walls of the Brisbane Powerhouse behind.

**Note:** Brisbane Powerhouse was formerly a derelict building used by Brisbane's homeless for shelter, with some leaving reminders of themselves; dates, words, their names and art on the walls of the building.

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