

MEDIA ALERT



4 April 2019

Homeless women over 50 will be the target of fundraising at this year's Vinnies Gold Coast CEO Sleepout 2019 – on 20 June.

This is a rapidly growing sub-category of people facing homelessness on the Gold Coast, according to Australian Bureau of Statistics 2016 Census data and Australian Institute of Health and Welfare reports.

An anticipated \$500,000 raised at the Gold Coast Sleepout at Cbus Stadium on 20 June will help provide affordable housing solutions for women over 50 at risk of homelessness and provide a tangible and positive difference in their lives.

Funds will also be used for the continuing support of Vinnies homelessness programs and services on the Gold Coast, including Southport's Cornerstone Homeless Service which has helped 163 people avoid homelessness since last year's event.

At the launch, Vinnies Queensland representatives will address the escalating homelessness crisis on the Gold Coast and how Vinnies is making a difference.

This year's Sleepout will be a cold, hard and harsh experience for an expected 200 plus leaders who will sleep on the cold hard concrete at Cbus Stadium on 2019's winter solstice – the longest night of the year.

To sign up or donate go to www.ceosleepout.org.au.

WHAT: National launch of Vinnies CEO Sleepout® 2019 - Gold Coast

WHERE: Carey Park, Marine Parade, Southport.

WHEN: **Thursday 4 April 2019.**
9.50am for a 10am sharp start.

INTERVIEW OPPORTUNITIES:

- Kris Martin, Executive Officer, St Vincent de Paul Society Queensland South Coast region (includes Gold Coast).
- Gary Webb, President, St Vincent de Paul Society Queensland South Coast region (includes Gold Coast).
- Michael Eklom, Coordinator, Cornerstone Homelessness Prevention Service, Southport.

VISION OPPORTUNITIES:

- All speakers in beanies, sleeping bags and cardboard in Carey Park, Southport, a regular spot for Gold Coasters sleeping rough.

NOTE: For a full list of participants who have already signed up to sleep out , go to <https://www.ceosleepout.org.au/event/gold-coast>

*According to a 2017 report by the Australian Institute of Health and Welfare and there has been a 52 per cent increase in older women (over 55) contacting homeless agencies for help since 2011. ABS Census data indicates that 21 per cent of people considered homeless in Queensland are over the age of 55.

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