



Leading with compassion



MEDIA RELEASE

www.ceosleepout.org.au

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3 June 2019

THE BIGGEST VINNIES CEO SLEEPOUT EVER

As the chill bites on these first days of winter, preparations for Vinnies' **10th CEO Sleepout** are going into overdrive – and now we need help to get the word out and get people donating.

This year on Thursday 20 June, more than 250 CEOs – the biggest number yet – will make a bed for the night out under a cold winter sky to raise awareness and money for homelessness at our new venue – South Melbourne's historic market. They will bed down on the roof carpark where they will face bitter temperatures, a cold, hard concrete surface and, if they're really unlucky, terrible chill winds.

It will hopefully be one of the most challenging nights of the CEOs' lives – and one they won't forget. Because, like us, they are motivated by the 24,800+ Victorian individuals and families living with the uncertainty of homelessness.

By focusing on Victoria's key change-makers and influencers, Vinnies CEO Sleepout is a unique event whose participants are #leadingwithcompassion. They are committed to fighting homelessness and are able to spread the word through their extensive networks and public profiles. Some of the companies and organisations pledging to help us raise \$1.1 million this year include:

- L'Oreal
- New Balance
- Grill'd
- Beyond Blue
- Belong
- ANZ and Commonwealth banks

The full list of CEOs can be found [HERE](#). We also have ambassadors who have generously donated their time to lead recruitment, fundraising and advocacy for the campaign, and are available for comment upon request.

On the night, participants will hear from speakers who know what it means to live on the margins in a wealthy country such as Australia. Our soup van volunteers will also be onsite to provide a simple meal and share their experiences.

We invite you to get in touch with us to discuss the wealth of stories and personal experiences connected with the CEO Sleepout that could help illuminate a news item or feature for your media outlet or platform.

Homelessness has been high on the news agenda recently for tragic reasons and the Vinnies CEO Sleepout will provide valuable insights, as well as turn up the volume on social issues that matter.

This year's Victorian target (\$900,000 in Melbourne and \$200,000 in Geelong) will go towards providing increased support to Victorians in greatest need this winter.

"We look forward to providing another night of eye-opening discomfort for the city's business and community leaders – a key part of our goal is to raise awareness of the lived experiences of more than 774,000 Victorians living below the poverty line," says St Vincent de Paul Society Victoria CEO, Ms Sue Cattermole.

"What makes us most proud about the campaign is that it has inspired a number of CEOs to go on to create practical business solutions to homelessness and poverty, such as transitional housing, pop-up shelters and free financial planning workshops for vulnerable women. That's the power of the event."

Vinnies CEO Sleepout will take place on 20 June 2019 (Melbourne) and 27 June 2019 (Geelong). Visit www.ceosleepout.org.au to donate now.



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MEDIA:

For further information or resources to assist with your story, please contact:

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VINNIES CEO SLEEPOUT 2019 AMBASSADORS (MELBOURNE):

See [HERE](#) for a group shot of our Vinnies CEO Sleepout Melbourne ambassadors [L to R]:

CEO & Founder Reventon, Chris Christofi; Gandel Philanthropy CEO, Vedran Drakulic OAM; Deputy Mayor City of Port Phillip, Louise Crawford; Founder & CEO Thalia Stanley, Marion Mays; St Vincent de Paul Society Victoria CEO, Sue Cattermole; General Manger City of Port Phillip, Tony Keenan; and Woodards CEO, John Piccolo