

25 June 2019

GEELONG CEOs PREPARE FOR CHILLY NIGHT

CEOs and executives from some of Geelong's best-known companies and community organisations are preparing to bed down on a piece of cardboard for a chilly night this **Thursday 27 June** at **GMHBA Stadium (Kardinia Park)** to raise awareness and money to fight homelessness in the region.

The Geelong participants are aiming to raise \$200,000 – double last year's goal.

Vinnies' mantra is to go "where the need is greatest" and that's why we chose Geelong to hold our first regional CEO Sleepout last year after we experienced a **70% rise in demand for our services in the area** during the previous three years – the highest across Victoria.

The money raised from the Vinnies CEO Sleepout will go to assisting vulnerable individuals and families with paying their rent, utility bills or providing food vouchers, school uniforms and books so children don't miss out on their education.

At \$345 per week, Geelong's medium rent remains the highest outside of Metropolitan Melbourne and, according to latest ABS statistics, there were 815 people sleeping rough in and around the city in 2016, up almost 23% from 2011.

By focusing on Geelong's most influential change-makers, Vinnies CEO Sleepout is a unique event whose participants are #leadingwithcompassion. They are able to spread the word through their extensive networks and public profiles, but it is an opportunity for them to literally put their heads together to come up with practical solutions to fight homelessness.

Some of the companies and organisations helping to hit our target this year include:

- Cotton On
- Gartland Property
- CentreStage
- Bell Park Sports Club
- Anytime Fitness
- Geelong Women in Business

We would like to put forward some of our highest fundraisers for interview – **Natalie McLean**, retail chief at Cotton On, **Rose Pirrottina**, president of Bell Park Sports Club, Geelong Women in Business founder and Bay FM presenter **Samantha Krajina** or Young Australian of the Year 2018 nominee and CEO of CentreStage, **David Greenwood**.

Any of the other CEOs are also happy to speak (a full list is [HERE](#)). 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.

"We look forward to providing another night of eye-opening discomfort for the city's business and community leaders," says the 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 Geelong will take place on 27 June 2019. Visit ceosleepout.org.au/event/geelong to donate now.

– ENDS –

Leading with compassion



MEDIA RELEASE

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