



**MEDIA RELEASE**  
**4 June 2019**

## Vinnies 'Relish' partnership with Grill'd

The St Vincent de Paul Society (Vinnies) has partnered with Australia's local burger experts Grill'd, supporting them to provide guests with a unique opportunity through their new membership program Relish.

An important part of Relish is what Grill'd calls '8 and Donate'. After eight visits, Relish Members are given the choice to donate a meal to someone experiencing poverty and homelessness. That's where Vinnies comes in, supporting Grill'd and its Relish Members in distributing the donated meals to people in need.

Since its launch on 30 April, 66 per cent of Relish members have chosen to donate with the total number of meals tallying 5,586.

Grill'd CEO Adam Stapleton and his senior executives are taking their partnership with Vinnies a step further. On Thursday 20 June, they will participate in the **Vinnies CEO Sleepout** event being held at its new venue, the South Melbourne Market Rooftop Carpark – on what is traditionally the longest and coldest night of the year.

"At Grill'd, we're committed to giving back to the communities that support us, through our Local Matters program and now through Relish. Taking part in the Vinnies CEO Sleepout is another important opportunity we have to show our support for our community, raising funds and joining the conversation on an issue we believe deserves Australia's attention," said Mr Stapleton

St Vincent de Paul Society Victoria CEO Ms Sue Cattermole added: "This year, in Victoria, the event is raising money to support Vinnies' ongoing services. More than 774,000 Victorians are living below the poverty line and last year, Vinnies Soup Vans supplied more than 208,300 meals to Victorians living rough. Partnering with Grill'd will help us raise funds for essential services like this."

As this year's theme focuses on leadership, Ms Cattermole said one of the main goals of the Vinnies CEO Sleepout is to encourage open and constructive conversation among business leaders about the issue of poverty.

"Adam Stapleton and the Grill'd team, like all our participants, are #leadingwithcompassion in not only raising much-needed funds for Vinnies programs but enhancing the business community's understanding of homelessness and poverty in our society."

The **2019 Vinnies Sleepout celebrates 10 years in Melbourne this year** and aims to raise \$1.1 million, which will allow Vinnies to continue to help provide shelter, put food on tables, ensure lights stay on in the households of Victorians doing it tough – and more.

**Visit [www.ceosleepout.org.au/fundraisers/grilldgroup](http://www.ceosleepout.org.au/fundraisers/grilldgroup) to donate to Grill'd executive team now.**

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**St Vincent de Paul Society**  
VICTORIA

*good works*

*The St Vincent de Paul Society and its wide network of members and volunteers provide practical frontline support, advocacy and friendship for the most vulnerable members of our community. Key services include home visitation; youth programs; the Vinnies Soup Van program; assistance for asylum seekers and refugees; compeer programs for people experiencing mental illness; education and tutoring; and professional accommodation and health services through VincentCare. The St Vincent de Paul Society in Australia has more than 60,000 members and volunteers. Internationally, the Society operates in 149 countries and has over 950,000 members. To find out more visit [www.vinnies.org.au](http://www.vinnies.org.au).*