



NobleOak Life Limited  
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## Vinnies CEO Sleepout

NobleOak CEO Anthony Brown will experience a snapshot of homelessness this week as part of the Vinnies CEO Sleepout.

Brown will sleep rough on Thursday 22 June at the Sydney Cricket Ground (SCG) alongside other CEOs to raise awareness and much needed funds to help break the chronic cycle of homelessness.

“This is the first year for me and I’m not sure what to expect, but it’s definitely a cause worth supporting,” Mr Brown said.

“I think it will be very confronting on the night as we are only allowed the basics, a Vinnies CEO Sleepout beanie, cardboard to sleep on or build a shelter from and a basic meal of soup and bread, tea, coffee and water.

“I can wear warm clothes and take a sleeping bag and pillow, a luxury I’m sure many homeless people don’t have.”

The statistics are alarming, 105,237 people experience homelessness every night across Australia, 60 per cent of the homeless are less than 35 years of age, more than 17,000 Australian children less than 12 years of age have no home and 44 per cent of people who experience homelessness are women.

“Many of us take for granted having warmth and shelter and a home to go to every night,” Mr Brown said.

“Participating in the Vinnies CEO Sleepout really highlights why we must help those less fortunate.”

Every dollar raised by CEOs helps provide much needed emergency assistance to people experiencing homelessness, with the aim of creating pathways to a brighter future.

To help Brown raise much needed funds click [here](#).

**ENDS**

### Media contact:

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