

TRMC calls on industry to help the homeless.

For immediate release

The Real Media Collective is forming a national team to raise funds for the homeless, calling on industry members across each State and Territory to sleep rough for one night to raise funds for the Vinnie's CEO Sleepout.

The Vinnie's CEO Sleepout is a one-night event on one of the longest and coldest nights of the year – 23rd June. It involves hundreds of CEOs, business owners, community and government leaders sleeping outdoors, without shelter, to support Australians who are experiencing homelessness. Each participant commits to raising a minimum amount of funds to help Vinnies provide products and services to those in need, and The Real Media Collective are forming an industry team.

"We are aiming to have at least one industry representative in each State and Territory. This is an opportunity for our industry to come together and raise money for a really good cause," commented Kellie Northwood, Chief Executive Officer, The Real Media Collective.

According to the Australian Bureau of Statistics, over 116,000 Australians are experiencing homelessness. Of these, 60 per cent are under 35, 44 per cent are women and 13 per cent are under 12 years old.

Northwood is no stranger to the CEO Sleepout having first participated in 2011 and subsequently in 2012 and 2014. Rodney Frost, Chief Executive Officer, The Lamson Group and incoming TRMC Treasurer and Board Officer has signed up to the TRMC team and is no stranger to the Vinnies CEO Sleepout, having raised ~\$150,000 in funds across some 14 years.

"I am a huge supporter of this charity and this event. It raises money for people very much in need as well as being a really important event to learn from and understand where the monies are going to. I have participated for many years now and each year I connect with new people and learn more about the charity. If anyone is considering, do not hesitate in contacting me, I'm more than happy to share my experiences," commented Rodney Frost, CEO, The Lamson Group.

On the night, participants will learn about homelessness in Australia, the work that Vinnies does and how businesses and communities can play large roles in reducing homelessness. Participants will also engage with those who have been homeless, learning about their struggles and experiences. Then it is time to head out and see what it is like to sleep outside in the cold.

Leading up to the event, participants will gather support and raise money. These donations will help Vinnie's local, volunteer-run services provide food, accommodation, utilities and essential services to people at risk and experiencing homelessness.

“If you are unable to Sleepout, you can still support this industry initiative and donate to the team. Every dollar helps, please give generously. We will be giving a shout out to our supporters as we progress and are looking to run some live feeds on the night across the country,” concluded Northwood.

To register interest to Sleepout, contact hello@thermc.com.au.
If you can't make the Sleepout – please [donate](#) to the team.

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About *The Real Media Collective*

The Collective is a not-for-profit industry association representing media channels that deliver results. Member companies represent paper, print, publishing, mail, letterbox and distribution across Australia and New Zealand.

All activities and communications are delivered in a considered, researched, balanced and verifiable manner offering a sophisticated industry voice across producers, distributors, buyers and end-users.

Further information

Please visit [The Real Media Collective website](http://www.therealmediacollective.com.au) or contact hello@thermc.com.au.