

MEDIA RELEASE

Tuesday 19 June 2018

Hunter Primary Care CEO to experience life on the street to help Hunter's homeless

This Thursday night, a team from Hunter Primary Care will be joining fellow CEOs and senior executives around the country in braving the bitter, winter weather in a bid to raise awareness of people experiencing homelessness.

This is the third year that a team from Hunter Primary Care, led by CEO Brenda Ryan, will be taking part in the Vinnies CEO Sleepout to raise funds for Vinnies' work with homeless people throughout the year.

"All money raised will not only provide warmth and nourishment through beds and meals but also other services for homeless people including education and life skills programs to help people break the cycle," said Ms Ryan.

More than 50 local CEOs will get to experience what over 116,000 people across Australia experience on a daily basis. Of the total homeless population, 60% are under the age of 35 and more than 17,000 Australian children under the age of 12 have no permanent home.

"Sleeping rough for one night with other CEOs and executives at McDonald Jones Stadium is one way to help raise awareness of the thousands of Australians who are homeless. My experience, however, does not come with the despair, sadness, violence and isolation that are often tied to that of homelessness. People experiencing homelessness are more likely to suffer from severe mental health issues than the rest of the population.

"At Hunter Primary Care, our staff are working every day to provide people with mental illness evidence-based care through our range of mental health services, so this is a cause that is very close to us," said Ms Ryan.

Together with Vinnies, Hunter Primary Care wishes to raise awareness of this cause and highlight the real facts of homelessness. Any donation big or small will help make a difference to change the face of homelessness in our region.

Please support the Hunter Primary Care team by visiting: www.ceosleepout.org.au/team/hunter-primary-care

Find out more at hunterprimarycare.com.au

At Hunter Primary Care, we support people to live a healthy life. We Listen. Care. Connect.

For interview and photo opportunities contact Katie Vullo on 02 4935 3171 or 0407 956 861.

We listen. Care. Connect.

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