

PRESS RELEASE

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OPUS Print Group CEO spends a night on the streets to raise money for the homeless

OPUS Print Group Chief Executive Cliff Brigstocke has joined almost 700 CEOs from around Australia in the annual Vinnies CEO Sleep Out to help raise money for the homeless.

The aim of the Vinnies CEO Sleepout is not only to raise funds, but also to raise awareness of homelessness throughout Australia. This year the event has raised a staggering \$2.6million, with Cliff personally raising over \$9000 – listing him as one of the top 25 contributors.

Cliff received overwhelming support from friends, family and OPUS Print Group staff. “It has certainly been a great experience and one that has moved me. Sleeping out for one night (thankfully without rain) is a very small thing in comparison with the issues faced by so many each night.”

Cliff spent the night in a sleeping bag and cardboard bed and was joined by many other high profile CEOs from some of Australia’s largest organisations. “It was a very moving night - we heard firsthand accounts of ex and current homeless people. Their stories certainly puts life into perspective”, he said.

According to 2006 Census figures, over 100,000 Australians are considered homeless with over 50,000 Australians on the street every night. The growing incidence of homelessness has not been accompanied by an increase in services to meet demand. While Vinnies operates a wide range of homeless services across the country, many areas remain without specialist homeless and housing services to support the needs of people experiencing disadvantage.

Many OPUS Print Group staff were instrumental in helping Cliff’s fundraising efforts, and he was highly appreciative of the support he has received. “You know you are part of a great business with this sort of spirit and support – we are indeed lucky to have such great people and businesses as part of our group.”

– Ends –

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