



Media Release

Get into BEDS 2010 – a fundraising first for Bendigo

Bendigo, Thursday, 13 May 2010: Calling all ‘bed heads’!

St Luke’s CEO David Pugh is a ‘bed head’, so too is Strategem Financial Group’s CEO David Richardson, former Bendigo Bank MD Rob Hunt and Bendigo Healthcare Group Chairwoman Marika McMahan.

If you’re a company CEO, MD, General Manager, senior manager or a company director – you don’t want to miss out on the opportunity to Get into BEDS 2010 and your chance to become an official ‘bed head’.

The Bendigo Executives and Director Sleepout (BEDS) will raise money for St Luke’s youth homeless programs and, at the same time, highlight the issue of youth homelessness - right here in Bendigo.

City of Greater Bendigo Mayor Rod Campbell is not only putting on a beanie and sleeping out in support of BEDS, he has nominated BEDS as the Mayoral Charity Event for 2010.

St Luke’s and Strategem are partners in this unique fundraising venture which is aiming to attract 150 senior managers and company directors to not only donate money to St Luke’s for its youth programs, but to sleep out under the stars on a wintery Bendigo night.

Strategem CEO David Richardson said the fundraising event was inspired by a CEO Sleepout held in Sydney every year but in our case, focusing on youth homelessness in Bendigo.

“We want to take our community and business leaders out of their comfort zone and spend one night with their peers to experience how hundreds of young people live every night in our community,” David said.

“In business, we are relatively sheltered to the lives that many young people in our community experience – lives and lifestyles that when I hear the stories make me, as a local CEO and as a father, sit up and take notice.

“We have a thriving business community and as business leaders we need to do more to help those in need,” David said.

St Luke’s CEO David Pugh said youth homelessness in our community was often hidden away.

“In metropolitan cities you may see young people huddled in the corner of railway stations, under city road and rail bridges and in business doorways, but the reality is that most youth homelessness is less visible with most homeless youth ‘couch surfing’ with acquaintances or living in short-term and unstable arrangements,” he said.



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“In Bendigo, our young homeless people often resort to camping out in tents in bushland surrounding our city, but more often they are couch surfing in a friend’s lounge room or garden shed.

“I’ll be in the Civic Gardens for the night on Wednesday 21 July along with members of our Supported Accommodation Assistance Program team, young people who have worked with the team to help them out of their homeless situation and other young people who face the prospect of homelessness on a daily basis.

“This event is not meant to make anyone feel guilty – it’s really about awareness of what is happening with some young people in our community and raising money to assist in addressing these issues,” David Pugh said.

QUICK FACTS

BEDS is a fundraising ‘first’ for Bendigo.

Minimum registration fee per participant is \$300.

People who want to contribute but not sleepout can make a donation.

Our Bed Heads (people who have agreed to register) include:

- David Pugh – St Luke’s CEO
- David Richardson – Strategem Financial Group CEO
- Rob Hunt – St Luke’s Patron
- Mayor Rod Campbell – City of Greater Bendigo
- Craig Niemann – City of Greater Bendigo CEO
- Marika McMahon – Bendigo Healthcare Group Chair
- Margot Falconer – Bendigo Advertiser GM
- Marg Allan- City of Greater Bendigo Executive
- Stan Liacos – City of Greater Bendigo Executive
- Katie Johnston – ESE Consulting Director

Visit www.beds.org.au to register or make a donation

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