

# **PRESS RELEASE**

## **For Immediate Release**



# **Hundreds of People Brave the Cold and Wind and Spend the Night Under Cardboard to End Homeless**

Hundreds of people slept outside on Friday night, at Hillingdon Athletics Stadium, to raise money to support Trinity to end homelessness in Hillingdon and Slough. So far over £100,000 has been raised for the charity who house, coach and support people who are suffering the effects of homelessness.

**Shane Richie entertained the crowds, along with other musicians, poets and performers.**

Richie, who works closely with event sponsor, British Airways gave his time to Trinity to encourage the people taking part and show his commitment to ending homelessness. Richie said 'I was homeless myself back in the 90s, so I know how hard it is to not have a place to live'.

Homelessness can happen to anyone - 44% of homelessness is because of relationship breakdown, a further 29% is because short term tenancies end. Hundreds of people have chosen to take part in The Big SleepOut to support Trinity in response to our #ItCouldBeMe photo campaign, which encouraged people to understand that no-one is immune to becoming homeless.

### **Notes to the Editor:**

Trinity is a registered charity in England and Wales (1118222) operating to provide housing and support for people suffering homelessness. We believe that everyone has the right to a home and it is the responsibility of the whole community to ensure that homelessness is eradicated.

Trinity works in partnership with SHOC (Slough Homeless Our Concern) who run an effective and essential day centre for homeless people in Slough. SHOC offer food, clothing and washing facilities to people who are sleeping on the streets as well as support from specialised coaches for people to gain independence through securing their own housing, gaining training and becoming employed.

The Big SleepOut event has been held annually for the last six years, in the first year we raised £8000 with 50 people braving the cold – last year in 2014 we raised £90,000 with 430 people sleeping outside to take a stand against homelessness. Our vision is to see 5,000 sleeping rough for one night in 2019 raising £1m. In 2015 1,000 people will sleep in boxes on the 4th December raising £200k to end homelessness.

The event is sponsored by British Airways, Safestore, SEGRO, CW Plant, Rocket Software and Lloyds Bank. Large teams of participants are also being sent from PWC, Mars and Mondelez.

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