

PRESS RELEASE



Boris Johnson Attends First Official Engagement as MP for Uxbridge and South Ruislip: The Launch of The Big SleepOut with Trinity Homeless Projects.

On Thursday 14th May, at Bar Italia in Uxbridge, Boris Johnson - MP for Uxbridge and South Ruislip - joined us to launch our homelessness fundraising event 'The Big SleepOut'.

At the event we showcased our vision for The Big SleepOut: On 4th December 2015 there will be 1,000 people sleeping in boxes, united in their commitment to beating homelessness in our community. We aim to raise £200k at this event. By 2020 we will see 5,000 people sleeping rough to beat homelessness, raising £1m.

Mr Johnson said 'Homelessness as an issue is getting more and more urgent. It takes love and commitment to help the homeless ... it could indeed be any one of us'.

He looks forward to supporting Trinity in our work, and is invited to attend The Big SleepOut on 4th December 2015.

Boris supported our #ItCouldBeMe campaign by posing for many photos with Trinity supporters (attached and searchable by the hashtag #ItCouldBeMe)

The Big SleepOut Launch was attended by representatives from our sponsors Lloyds Bank and Safestore as well as other long term supporters such as PWC, Mondelez, Amgen, Tracker and Mars. Our sponsors are very important to us - their support means that all the money raised through the event can go directly to supporting people suffering homelessness. We also welcomed local councillors, politicians and community leaders who heard from previous attendees of the event, our CEO Steve Hedley and Boris Johnson MP.

Our CEO, Steve Hedley, said "Trinity and SHOC feed and house well over 200 local people every year who suffer homelessness - assisting people to leave the streets, leave behind a life dominated by problems and to beat homelessness through achieving independence. The Big SleepOut is an opportunity for us all to walk in someone else's shoes - What we learn about ourselves and others through this experience is invaluable."

Paulo Morena, long term Trinity supporter, entertained attendees to give them a flavour of the type of high quality entertainment they can expect at the SleepOut before they bed down for a cold, tough night of rough sleeping.

We believe that it takes the whole community to beat homelessness; we are asking people to join our #ItCouldBeMe photo campaign to raise awareness that homelessness can happen to anyone and so it is all of our responsibility as a community. We gave all attendees an #ItCouldBeMe sign to take away with them so they can show their support on Social Media.

Those people who want to be part of the solution to homelessness in their community can sign up to The Big SleepOut at www.wearetrinity.org.uk

If you have any further questions or would like to know more about the event or the work we do please do not hesitate to contact Emma Cantrell, Communications Manager.

emma@wearetrinity.org.uk | 07595 035528 | www.wearetrinity.org.uk | #ItCouldBeMe

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Notes to the editor:

Trinity Homeless Project 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 beaten.

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 beat homelessness.

More information is available on our website, www.wearetrinity.org.uk or from our Communications Manager, Emma Cantrell.