

## PRESS RELEASE



### **Paolo Morena becomes Trinity Homeless Projects Ambassador**

We are delighted to announce that singer-song writer Paolo Morena has become our newest ambassador; which means that he will support and represent Trinity through his work. At The Big SleepOut 2014 not only did Paolo entertain the crowds at the event with his uplifting and thought provoking music but he and his manager, Martin, also took on the challenge to sleep out with us to beat homelessness. Paolo also performed at the launch of the 2015 SleepOut Event and continues to support our work through performing.

Paolo says: “Working with the lovely people at Trinity has given me a wealth of wonderful memories, and the opportunity to not only help those who need it, but the chance to see my efforts make a difference, and that success and good will is contagious”.

We are so pleased to have Paolo on board with us - welcome to the team!

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

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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 4<sup>th</sup> December raising £200k to beat homelessness.

More information is available on our website, [www.wearetrinity.org.uk](http://www.wearetrinity.org.uk) or from our Communications Manager, Emma Cantrell.