

# The Winnipeg CEO Sleepout

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**WINNIPEG, MB.** – The Downtown Winnipeg BIZ and End Homelessness Winnipeg have partnered to bring the 6th Annual CEO Sleepout to the RBC Convention Centre this fall.

The annual event typically held in April has a new date this year and will be held on October 26, as Winnipeg is set to host the National Conference on Ending Homelessness. The 3-day conference held from October 25 – 27 is expected to bring over 800 delegates from across the country and provide participants with inspiration, training, and tools to end homelessness in their own community.

“We are excited to have partnered with End Homelessness Winnipeg this year and hope that this new partnership will continue to generate awareness and dollars to support the many social agencies that serve our homeless community,” says Stefano Grande, CEO of Downtown Winnipeg BIZ. “This year is also an important time to reflect on the last five years and what we can do together moving forward, to end homelessness in our city.”

“Bringing together all sectors of our community is crucial to ending homelessness in our city,” says Louis Sorin, CEO of End Homelessness Winnipeg. “We must work together to help our most vulnerable citizens because homelessness affects all of us. Through these partnerships we hope to generate more awareness and support more discussions on these important issues, in order to make a change.”

The new partnership between Downtown Winnipeg BIZ and End Homelessness Winnipeg hopes to make an even greater impact at the CEO Sleepout this year, with a new goal of reaching one million dollars in total. These dollars will go directly to support several social agencies in the Winnipeg community.

Additionally, everyone is invited to the Push for Change Breakfast, a simple breakfast and networking opportunity that will serve both as the official launch of the CEO Sleepout, as well as provide a platform for keynote speaker, Joe Roberts. Joe, a CEO and former homeless addict who transformed his life, is pushing a shopping cart across Canada to generate awareness on homelessness.

## **Staff, MyToba News**

Kevin Klein is President and CEO of MyToba News. The former publisher and CEO of the Winnipeg Sun, Kevin has spent several years in Canadian media working in newspapers, radio and television. A proud and passionate citizen of Winnipeg and Manitoba, Kevin is excited to bring you news, pictures and information on the many wonderful charity groups in our province. If you have an event you want us to know about, email Kevin at [kevin@mytoba.ca](mailto:kevin@mytoba.ca) and follow him on Twitter [@kevinkleinwpg](https://twitter.com/kevinkleinwpg).