

# MEDIA ALERT

28 January 2016



## BUSINESS LEADERS TO SELL *THE BIG ISSUE* MAGAZINE

MORE than 60 senior business leaders and politicians will sell street magazine *The Big Issue* next week in a national campaign to shine a spotlight on homelessness and disadvantage.

Telstra CEO Andy Penn, PwC CEO Luke Sayers and Perpetual Managing Director and CEO Geoff Lloyd are among the high-profile cohort taking to the streets for half an hour to spruik the magazine from February 1-5.

ACTU President Ged Kearney and politicians including Premier of NSW Mike Baird, Federal Member for Melbourne Adam Bandt and Senator for the ACT Katy Gallagher are also taking part in the event.

The leaders will don *The Big Issue's* trademark fluoro vest at various times and locations during the week.

The initiative is part of the fourth annual International Vendor Week (February 1-7, 2016), which raises awareness for the 11,000 people who sell street papers in 35 countries around the world.

The Big Issue CEO Steven Persson said the campaign aimed to break down stereotypes about homelessness and poverty.

"International Vendor Week aims to raise awareness for the men and women who are striving to better their lives by selling street papers," Mr Persson said. "This year marks the 20<sup>th</sup> anniversary of The Big Issue's launch in Australia. In the past two decades, the organisation has given more than 5000 people the opportunity to earn an income through magazine sales, putting more than \$21 million into vendors' pockets."

The Big Issue hopes to boost sales to put \$100,000 into vendors' pockets for the edition coinciding with International Vendor Week.

International Vendor Week is run by the International Network of Street Papers (INSP), which supports 112 street publications around the world. The global movement has so far provided support to almost 300,000 people.

The Big Issue is a not-for-profit organisation that tackles homelessness and disadvantage by providing opportunities for people in need to earn an income. More than 10 million copies of *The Big Issue* have sold since its launch in 1996. Vendors buy copies of the magazine for \$3.50 and sell them for \$7, keeping the difference.

For updates on the list of guest sellers participating in International Vendor Week 2016, please visit [www.thebigissue.org.au](http://www.thebigissue.org.au)

For further details on international events and the INSP, please visit [insp.ngo](http://insp.ngo)

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