



## MEDIA RELEASE

Date: 22<sup>nd</sup> May 2012

**From:** UnitingCare West

**Event Date:** Thursday 31<sup>st</sup> May **Time:** 6.00pm – 8.00pm

**Event:** Winter Appeal Launch Event and Photography Exhibition

**Location:** Rixon Theatre, Penrhos College

# What will you value this winter? Shift your thoughts on homelessness.

UnitingCare West's annual Winter Appeal will officially be launched with an event hosted by Penrhos College on Thursday 31<sup>st</sup> May.

Speakers at the launch will include Hon. Robyn McSweeney MLC, Minister for Child Protection; Community Services; Seniors and Volunteering; Women's Interests; Youth; Sunday Times Picture Editor Jackson Flindell; Penrhos College Principal, Meg Melville; UnitingCare West CEO, Sue Ash; and performances from a variety of Penrhos students.

The launch will also include UnitingCare West's "*What We Value*" photography exhibition.

The exhibition will showcase images and stories from people experiencing homelessness, politicians, corporate supporters, key figures in the Uniting Church, Penrhos students and others, who have been given the opportunity to photograph and present what they truly value. The exhibition hopes to highlight both the similarities and differences in what society places value on.

UnitingCare West Chief Executive Officer, Sue Ash, spoke on the importance of the photography exhibition and its relationship to the Appeal.

"The Winter Appeal is an important period for us each year, and our "*What We Value*" photography exhibition will be an eye-opening experience for everyone," she said.

"The exhibition will show the community what people experiencing homelessness value, compared to what a politician or a student may value."

Penrhos College Principal, Meg Melville, said that the Winter Appeal has enabled the College to raise the awareness of homelessness in Perth.

"We will be giving our students the opportunity to be part of our own winter sleep out at Penrhos and be involved "hands on" in this Winter Appeal," she said.

In just one month earlier this year, UnitingCare West were unable to support 260 people looking for emergency relief and 330 looking for financial advice; people that we couldn't help as we are already working to full capacity. We anticipate that as we continue our work through the winter period we will see the number of people looking for our support increasing even further; only highlighting the importance of our Winter Appeal and the much needed additional support that this enables us to provide.

UnitingCare West's Winter Appeal is held every year to highlight the troubles of people experiencing homelessness and financial crisis during the coldest months.



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To find out more or donate to the Winter Appeal, please visit our website

<http://www.unitingcarewest.org.au/donate/unitingcare-west-s-2012-winter-appeal/>

**Contact Details:** For further information please contact UnitingCare West CEO, Sue Ash on 0411 723 394