

BOB & PETE'S 100% YUM

Helping out the less fortunate...

Each year, the wonderful people of the St Vincent de Paul Society host a "CEO Sleepout" to raise money for people who are less fortunate than most. Each year, companies nominate their bosses to join in this event where the CEO's have to sleep outside in the weather with nothing but a cardboard box to lay on, a sleeping bag and a pillow. To make it worse for the big bosses, this event is held in winter – so they really get to feel the cold!

The event aims to increase awareness of the challenges faced by the nation's homeless, and to raise much-needed funds to deliver services to this community.

This year, Bob & Pete's 100% Yum decided to nominate our parent company's Group CEO, Michael Bracka (Manassen Foods), to sleep rough for the night. Much to our delight, he rose to the challenge in the bid to raise money for a great cause.

Almost \$3500 was raised by generous friends, family and colleagues of Michael Bracka for him to partake in this event. To date, the participating CEOs have collectively raised over **\$600 000!** Donations can still be made at the CEO Sleepout website: <http://www.ceosleepout.org.au/> and can be done so until August 31.

This is Bob & Pete's 100% Yum's second contribution to the Society's work in 2009, following the success of our Chocoholic Hot Cross Bun drive during Easter. 10c from every bun sold was donated to the St Vincent de Paul Society's Victorian Bushfire Appeal, raising almost \$2 000 for those people who lost their homes and more.

Bob & Pete's 100% Yum looks forward to building on this figure in 2010 and in assisting St Vincent de Paul Society's initiatives wherever we can.



Michael Bracka – Group CEO of Manassen Foods Australia