

Press Release



Covenant House California
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FOR IMMEDIATE RELEASE

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Business Leaders Experience Homelessness in Support of Covenant House California and Homeless Youth

(HOLLYWOOD, CA) – On the night of Thursday, November 20, 2014, leaders in the business world will sleep out on the streets of Los Angeles in solidarity with homeless youth. The **Third Annual Sleep Out: Executive Edition** is sponsored by Covenant House California (CHC), and is part of a nationwide event which is taking place in twelve cities at twelve Covenant House sites in North America. The nationwide Sleep Out will raise awareness for the plight of youth on the streets and raise money to support and assist homeless and at-risk youth.

CHC's **Sleep Out: Executive Edition** last year raised more than \$400,000 with 35 executives. This year's goal is the same.

"The people who will be sleeping on the concrete that night will be literally saving lives," said Bill Bedrossian, Executive Director of Covenant House California. "Each of them is a leader in their chosen industry and they each have taken time out of their busy lives to find out what it's like to be homeless and out on the streets for a night. We thank them in advance for their commitment."

Some of the participants include: Paul Hanneman, Co-President, Twentieth Century Fox Distribution; Liza Pano, Senior Vice President of Paramount Studios; Sam Solakyan, CEO of Global Holdings; Jeremiah Reynolds, Partner at Kinsella, Weitzman, Iser, Kump & Aldisert, LLP; Omid Yazdi, Managing Director at KPMG, LLP and Joe Nelson, Vice President at Blackrock, Inc.

The Sleep Out: Executive Edition will begin at 7 PM at the Covenant House California campus. Executives will be given two cardboard boxes and a sleeping bag for their night on the pavement in the CHC parking lot. CHC Youth will also work with the sleepers to educate them about being homeless and how to survive a night on the streets. All participants will raise funds from their companies, friends and

family to support the life-changing work of Covenant House California to help young people leave the streets and begin new lives.

“There are more than 25,000 homeless kids in California right now who need help,” said Bedrossian. “They are often victims of violence, abuse, or broken families. In some cases, they have turned eighteen and have left foster care and simply have no place to go. “

“Our group of sleepers has shown a commitment to helping these youth despite potential cold weather and rain,” said Bedrossian. “Their efforts will not only provide financial help but send a message to the CHC youth that they support and believe in the youth and their dreams for a better life.”

For more information on this event, please contact Stephen Daniels, Manager of Marketing and Communications, at (323) 461-3131, ext 280, or by e-mail at steve@covenanthousecalifornia.org

Covenant House California is a non-profit agency that saves the lives of at-risk and homeless youth. Every day, 365 days a year CHC reaches out to youth living on the streets and offers them hope and opportunities to turn their lives around. Since 1988, CHC has impacted the lives of more than 160,000 homeless youth. For more information on Covenant House California, to make a donation, or to volunteer, go to www.covenanthousecalifornia.org or call (323) 461-3131.

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