



MEDIA RELEASE

PROPERTY INDUSTRY TIPS ITS HAT TO RAISE \$300,000 FOR CHARITY

The Property Industry Foundation (PIF) has set its sights on raising more than \$300,000 for homeless youth from this year's National Hard Hat Day to be held on Friday 17 June.

National Hard Hat Day is the property industry's workplace-giving program and encourages employers and employees to donate an hour's pay to fund programs that help stop youth homelessness.

"The event marks an important day for the property and construction Industry because it's about giving back to the community and supporting underprivileged youth," said PIF's Victorian Chairman Barry Brakey.

Over 37,000 young people are homeless across Australia each night and more than 25 per cent of them are in Victoria.

Now in its third year, the National Hard Hat Day program has gained plenty of interest with over 50 early registrations received from Aconex, Australian Property Institute, ARUP, Aurecon, Colliers International, Davis Langdon, Dennis Family Corporation, Grocon, Jones Lang La Salle/Telstra, Kador Group, Lend Lease, Minter Ellison Lawyers, TressCox Lawyers and WSP Lincolne Scott.

"Companies can become involved in a number of ways by hosting breakfast or morning tea or by planning competitions which can help to drive the incentive a little further," said Mr Brakey.

AFL Hall of Fame recipient and property developer, Paul Salmon has been appointed as the Victorian Ambassador for National Hard Hat Day and urges all property and construction members to dig deep for the cause.

"Help PIF kick a goal against youth homelessness by signing up for the campaign and showing your support," said Mr Salmon.

Proceeds from the Victorian National Hard Hat Day will be channelled to Open Family Australia to support the Foundation's sponsorship of the Chatterbox youth outreach bus and two vital youth workers. National Hard Hat Day marks the second fundraising event on PIF's Victorian calendar, following the success of the Charity Sailing Challenge in April which raised over \$75,000 net for homeless children.

Last year's National Hard Hat Day between the states raised more than \$323,053.

For more information visit www.pif.com.au

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