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## MEDIA RELEASE

### Property industry gears up for homeless kids

Homeless young people in Melbourne's high-growth area Wyndham will be the beneficiary of the Property Industry Foundation's (PIF) latest fundraiser – Tour de Vines, a cycling rally in the Yarra Valley on Sunday 4 December 2011.

Major sponsor, the GPT Group has backed up its sponsorship of the Sydney Car Rally and Cycling Challenge with support for this new Melbourne event.

"GPT is committed to building social capital within the communities that we reach. As one of the nation's most significant property companies, we understand Highpoint Shopping Centre is a favourite for Wyndham residents. We are delighted to support the Property Industry Foundation and the work that they do to help Australia's 36,000 homeless young people," said Michael Cameron, the GPT Group's CEO and Managing Director.

The event challenges individuals, pairs and teams of four to register at as many checkpoints as they can in the allotted 5 hour timeframe.

"This is a new and exciting format cycling event," said Barry Brakey, PIF's Victorian Chairman. "It allows everyone from the weekend warrior to the complete amateur to ride through some of the Yarra Valley's most beautiful areas and townships."

Money raised at the PIF Tour de Vines Cycling Rally will be channelled to help fund PIF's \$179,000 commitment to Open Family, including their newest program, the Wyndham Outreach Program.

"Wyndham is one of Melbourne's fastest growing areas," said Mr Brakey. "Unfortunately there has also been a rapid rise in the instance of youth homelessness, drug and alcohol abuse and anti-social behaviour in the area. Through the funding PIF provides, Open Family can drive innovative programs such as Urban Dance and Changin Traks to help these young people."

Registrations are now open at [www.pif.com.au](http://www.pif.com.au)

#### About PIF

The Property Industry Foundation was established in Sydney in 1996 and Melbourne in late 2008. It is the property and construction industry's own charity, raising money and awareness of the issue of youth homelessness and youth at risk.

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