



**MEDIA RELEASE**  
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## **Property Industry warming up Melbourne's homeless kids**

The Property Industry Foundation (PIF) has made Melbourne's street kids a little warmer this winter with the annual Chocs for Socks Winter Campaign that recently wrapped for the year.

PIF is a not-for-profit charity organisation with offices in Sydney and Melbourne that manages numerous fundraising events to unite the property and construction industry in supporting local community programs which intend to solve youth homelessness.

Volunteers from the property and construction industry wrapped over 900 gift packs of winter woollens including gloves, scarves, beanies and socks and chocolates for distribution to homeless youth via the Salvation Army, the Lighthouse Foundation and Melbourne Citymission.

St Hilliers Constructions hosted the event that saw 60 personal assistants take part from the Property Industry Foundation's PA Exclusive Group, a group with approximately 250 members.

The Foundation, which raises about \$1.5 million annually, launched in Melbourne in 2009.

"It's frightening to know that in Victoria alone there are **7,500** homeless kids every night, the equivalent of seven and a half packed trains. Some of these kids are as young as 12 years old, sleeping in cemeteries or abandoned buildings," said PIF's Victorian Chairman, Mr Bert Dennis of Dennis Corporation.

"Initiatives such as the Chocs for Socks Winter Campaign are a way for everyday people in the construction and property industry to help struggling kids doing it tough on our streets," Mr Dennis said.

Humphrey Law & Co and Arthur Daley's Clearance House provided donated goods for the event.

The Property Industry Foundation is the charity of choice for the property and construction industry. Since PIF's inception in 1996, more than \$12 million has been raised for a range of PIF approved charities through its core fundraising activities.

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