



BROOKE BLURTON JOINS THE ROUGHIN' IT CHALLENGE TO HELP THOSE WITHOUT A HOME

- **Brooke Blurton is the ambassador of The Roughin' It Challenge 2022 in May and will be participating to pay tribute to her late sister Kyandra and show her solidarity with those who are doing it tough in our community**
- **From 28-29 May, participants are encouraged to 'rough it' for 24 or 48 hours by living with no bed, one bag and just \$10 a day for food and essentials**
- **The challenge aims to build greater awareness and empathy for people experiencing homelessness and encourage kitchen table conversations about how we can make Melbourne, and Australia as a whole, more liveable for everyone**
- **All money raised goes towards Launch Housing's mission to end homelessness**

Tonight there will be approximately 116,000 Australians who find themselves without a safe and secure home and over a third of them will be under the age of 24.

Proud Noongar-Yamatji woman, youth worker, mental health advocate and reality TV star, Brooke Blurton is incredibly passionate about this issue for young Australians.

She has been impacted by the trauma of homelessness throughout her life, including losing her sister Kyandra in September 2021, who passed away while living on the streets of Perth.

In May, Brooke will be paying tribute to her late sister and showing her solidarity with those who are doing it tough in our community by participating in Launch Housing's major fundraising event, The Roughin' It Challenge.

For 24 or 48 hours, Australians are encouraged to join Brooke and 'rough it' by living with no bed, one bag and just \$10 a day for food and essentials.

"Homelessness is a human rights issue. It's something we need to talk about and act on. I feel if people aren't affected by it, it's not spoken about, though it disproportionately affects our children and young people," Blurton explained.

"Behind the alarming homelessness statistics are real people facing real hardship. The Roughin' It Challenge will allow people to experience a small part of what's it like to be without a home. This is critical to building more empathy and compassion for vulnerable people in our community and breaking down the stigma around homelessness.

It is not also just about inadequate access to a safe and secure house, there are other impacts such as disconnection from family, friends and community. No one deserves that in this world," Blurton said.

Launch Housing Chief Executive, Bevan Warner said the organisation is committed to ending homelessness and this requires community support and action.

"The Roughin' It Challenge provides the opportunity for Australians to raise awareness and show solidarity with those in our community who are without a safe place to call home," Warner said.

"We need to challenge the misconception that homelessness is unavoidable; it just isn't the case.

Let's use The Roughin' It Challenge as an opportunity to ignite conversations around the kitchen table, at barbecues and in workplaces about how we can make Melbourne, and Australia as a whole, more liveable and affordable for everyone," Warner said.

Australians are encouraged to visit roughinitchallenge.org.au to sign up to The Roughin' It Challenge today.



About The Roughin' It Challenge

The Roughin' It Challenge is Launch Housing's major fundraising event and now in its second year. Participating in The Roughin' It Challenge will open your eyes to the experience of homelessness and show you how we can each support the most vulnerable people in Victoria, and across the country.

You'll have the option to Rough It for one or two days on the weekend of 28th and 29th May 2022. During your challenge you'll show your solidarity with people who have nowhere safe to sleep by living with no bed, one bag of belongings and just \$10 a day for food and essentials.

In the lead up to the challenge, participants are encouraged ask their friends and family to join their team, sponsor them for their efforts and to raise awareness around the issue. The money raised will go to Launch Housing to help end homelessness.

roughinitchallenge.org.au

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About Launch Housing

Launch Housing is one of Victoria's largest Specialist Homelessness Organisations passionately committed to ending homelessness by providing immediate and practical solutions for those who are, or at risk of becoming homeless.

When you raise money for Launch Housing you're providing much-needed funds for a range of programs and services, from outreach and crisis accommodation, to youth foyers, mental health, children's services, to construction of more social housing – all under one roof.

www.launchhousing.org.au