

Samuel Knight CEO joins fellow business owners to tackle poverty in the region

Submitted by: BlueSky Public Relations Ltd

Tuesday, 19 March 2019

On the 21st of March, Steve Rawlingson, CEO of Newcastle-based, Samuel Knight International will be sleeping overnight at St James Park for the annual CEO Sleepout (<https://www.ceosleepoutuk.com/>). The initiative will see several such events take place across the country to raise funds and awareness for homelessness in the UK. To date, the charity has raised over a staggering £2 million, with £110,000 raised for the Newcastle sleepout in 2018 alone.

Commenting on the upcoming event, Steve Rawlingson said:

"I'm ecstatic to be taking part in the CEO sleepout this year. Newcastle isn't just my home, it's the place where I've been able to set up and successfully grow my business, so to be able to give back to those in the community really means a lot to me. It is close to both my heart and our business values to help those around us and support the wellbeing and health of our people. Companies in this region do a fantastic job in creating prosperity and job opportunities, but it is important to look further than growing headcount and also focus on supporting those in less fortunate positions. By taking part in this event I hope to help raise the much needed funds to assist those in need across the region, and I'm even giving away a signed Newcastle FC football to one lucky person donating through my Just Giving page (<https://www.justgiving.com/fundraising/steven-rawlingson1>)."

-ENDS

Zahra Abedi

BlueSky PR

T: +44 (0)1582 790 094

E: zahra@bluesky-pr.com

W: www.bluesky-pr.com