Ross Mendham's Challenge: Sleeping Outside for Charity

Wednesday 28 October, 2015

On the night of Thursday 12th November 2015, Barenaked Foods MD Ross Mendham will be taken completely out of his comfort zone and will be sleeping outside for charity.

Organised by The Benjamin Foundation, a Norfolk charity set up in 1994 to help people across the county deal with many of the challenges that life throws at them, the Sleep Out is a national event co-ordinated by Centrepoint and is taking place in 13 cities across Britain.

The Benjamin Foundation will be holding their first large scale Sleep Out to highlight the issue of homelessness and raise money to support their work with homeless young people in Norfolk. Although Ross' experience won't compare with the levels of hardship faced by those who are homeless, he hopes it will show just some of the challenges of sleeping outside.

Ross says: ***"There are many reasons why some people are unfortunate enough to be homeless. It's not a choice. We can't even begin to imagine what life must be like to be in this position. For one night I'm leaving my comfortable bed, security and all my creature comforts to brave the elements to really see what people without a home have to go through. I really hope that I can help bring some awareness and raise some money as these people really need it."***

Take a moment to think of Ross lying in his sleeping bag in a cold Norwich car park, a world away from his family and cosy bed - and wish him luck!

Donations can be made via Ross' Just Giving page at
http://uk.virginmoneygiving.com/team/barenakedfoods

Find out more about The Benjamin Foundation's Sleep Out event at http://benjaminfoundation.co.uk/sleep-out

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