



Media Release 8th August 2016

TITLE: CEO SLEEPOUT FOUNDER BERNIE FEHON PARTNERING WITH KNOW MY GROUP FOR FILMED CEO INTERVIEWS

Founding the CEO Sleepout project has opened up doors to a new career path for Western Sydney businessman Bernie Fehon. Reinventing himself professionally is familiar territory for Mr Fehon, who commenced his professional life as a product designer, before turning his hand to financial planning in 2000, going on to build successful financial services practice, Tactical Solutions in Penrith, NSW.

Since founding the CEO Sleepout, which has now contributed over 30 million dollars to Vinnies, Mr Fehon has gained respect as a leader in the field of corporate community engagement and is in hot demand as a consultant to businesses and Not for Profit organisations wanting to maximise the impact of their corporate social responsibility activities.

With the personal contact details of a large number of big hearted CEOs stored safely in his phone, Mr Fehon is the perfect person to facilitate commercial outcomes for all parties to a corporate/charitable relationship.

He is also the perfect candidate to shine the light on the outstanding community contributions being made by some of Australia's largest businesses through his new role as interviewer for Sydney based film production company Know My Life, part of the Know My Group.

Partnering together, Know My Life and Fehon Strategy and Design, have the experience, tools and relationships that have the potential to open the floodgates of corporate funding to the Not For Profit sector.

Know My Life films and publishes stories of individuals and organisations wishing to share their story. Through film production and consultation, Know My Life and Fehon Strategy and Design will focus on developing stronger relationships between corporates and the Not For Profit sector.

The unique partnership between Fehon Strategy and Design and Know My Group commenced after a Know My Life film production of Fehon's own life last year. Upon understanding the extent of Mr Fehon's experience and credibility amongst corporate big hitters in Australia, Know My Life Managing Director, Hardeep Girn jumped at the opportunity to work more closely with Mr Fehon.

"When great minds and passionate hearts meet in business, there are boundless opportunities to do good things for others", said Mr Girn.

"The legacy we will leave from this partnership will be far reaching and well beyond what we could accomplish alone", he said.



Media Release 8th August 2016

Mr Girn welcomes conversations with corporates or community groups interested in finding out more about how the partnership could potentially assist their organization. Know My Life's sister company Know My Business, also plays a part in the collaboration, with an almost 30,000 strong network of businesses to tap into.

Visit www.knowmylife.com.au or call 1300 046 876 for more information.

ENDS-----

Word count 436 excluding title

Photos:

Media Contact: Nic Baines nic@girn.com Phone 0409 122 249

Photo 1 – KARI Founder Paul Ralph, Ray Martin, Hardeep Girn, Bernie Fehon at KARI's NAIDOC week lunch, Sydney July 2016



Photo 2 – Bernie Fehon



Media Release 8th August 2016

