



16 December 2016

## **LEAVING THEIR COMFORT ZONE TO HELP THE HOMELESS**

Two senior executives from Zonal Retail Data Systems braved the elements of a wintry night with only a sleeping bag for comfort to raise funds to help Scotland's homeless.

Chief Financial Officer Carl Plucknett and Property Director James McLean, from the UK's leading provider of hospitality IT solutions, took part in Social Bite's CEO Sleep Out in Charlotte Square, Edinburgh, on Thursday 15 December from 7pm to 7am.

The pair raised £1,200 and were joined by more than 250 business leaders, and Britain's greatest ever Olympian Sir Chris Hoy, to experience for one night what the homeless community goes through. The next morning the First Minister Nicola Sturgeon and members of the Cabinet served up bacon rolls.

The sleep out was organised by social enterprise, Social Bite, which runs a chain of sandwich shops across Scotland that train and employ homeless staff. As well as raising money to provide meals and employment programmes for the country's most vulnerable people, Social Bite also plans to build a village with houses built from shipping containers, for 20 homeless individuals to live in for 12 months.

Zonal's Carl Plucknett said: "The hospitality industry really comes into its own at Christmas when family and friends come together to eat and drink in comfortable and welcoming surroundings. But it's a tough and lonely time for people living on the street.

"James and I were keen to support the sleep out to raise funds and awareness. It was a challenge and we didn't get much sleep, but for us we are fortunate as it was for one night only. It really was a humbling experience and worth it for such an important cause."

Participants were invited to raise sponsorship and donations, with the highest fundraiser receiving a free table for 10 for their company at The Scottish Business Awards 2017. Previous speakers at the event have included President Bill Clinton, Sir Richard Branson, George Clooney and this year - Leonardo Di Caprio.

Edinburgh-based Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. For over 37 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

**ENDS**

**Issued by Limegreen Communications on behalf of Zonal Retail Data Systems**

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