



Friday 3 August 2018

Orange Sky challenging stereotypes with its new short film planned for release during Homelessness Week

Orange Sky is releasing a short film as part of Homelessness Week (6-12 August) that aims to challenge stereotypes and create conversation around homelessness.

The feature piece explores the diversity of some of the 116,000 people who are doing it tough in Australia every night.

Orange Sky Australia runs a free mobile laundry and shower service for people in need, with 26 services operating across the country. The organisation will be visiting a handful of these locations along the east coast, giving friends and volunteers the opportunity to engage and provide comment on the production.

Orange Sky co-founder, Nic Marchesi said he hoped the film would encourage people to challenge their preconceived ideas around homelessness.

“The theme for the week is ‘Ending Homelessness Together,’ which focuses on collaboration, partnerships and coming together as a community,” he said.

“We want this film to support discussions around everyone’s role in helping people doing it tough through connection and genuine conversation.”

Nic said the film provided the opportunity for open discussion around homelessness and the importance of human connection.

“At Orange Sky, we have a simple formula; we provide a platform for every day Australians to connect through a regular and reliable service. The focus is on creating a safe, positive and supportive environment for people who are too often ignored or who feel disconnected from the community,” he said.

“Our hope is that people see this film and rethink some of their preconceived ideas around homelessness. The people who use our service are just everyday Australians who are doing it a bit tough.

“We want to challenge anyone who sees the film to think about and discuss their views with others.”

The short film was produced in collaboration with the film and television community of South East Queensland, who all donated their time and expertise to create the piece.

Alongside the short film is a behind the scenes video that documents how the production came together. It also includes an appearance at Splendour in the Grass from Aria award winning group, the Gang of Youths.

Light + Shade Director Josh Zaini said an important part of the project was finding a powerful song to accompany the vision and tell the story.



"We reached out to the Gang of Youths guys and they came on board. We were lucky enough to meet the band and show them the ad and get their reaction which was really cool too," he said.

"The three narratives that we chose for this film, they were all people from walks of life that I wouldn't have typically associated with being homeless."

"Like the guys [at Orange Sky] have said to me in the past, homelessness is a thin veil and this [short film] represents that pretty well."

Visit www.orangesky.org.au/feature to see the film and behind the scenes.

Vision Opportunities

Location schedule below outlines opportunity to see;

- Laundry van in operation with volunteers, users of the service and Orange Sky staff
- Orange Sky Digital car – displaying the advertisement on site from the back of a custom built hatch back

Location Schedule

City	Date	Time	Location
Central Coast	2/8/18 - Thursday		
Sydney	3/8/18 - Friday	10am -1pm	1 Bedford St, Newtown, NSW, 2042
Sydney	4/8/18 - Saturday	10am – 1pm	28 Roslyn St, Rushcutters Bay, NSW, 201
Sydney	4/8/18 - Saturday	7pm – 8pm	470 Pitt Street, Sydney, NSW, 2000
Newcastle	6/8/18 - Monday	6pm – 8pm	25 Church Street, NELSON BAY, NSW, 2315
Melbourne	7/8/18 - Tuesday	5pm – 7:30pm	205 Collins St, Melbourne, VIC, 3000
Melbourne	8/8/18 - Wednesday	11am – 2pm	250 George Street, Fitzroy, VIC, 3065
Melbourne	8/8/18 - Wednesday	7pm	190 Franklin St, Melbourne, VIC, 3000

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