

MEDIA RELEASE – For Immediate Release

29 October 2019

Free Coffee as Ground+Co Launches Perth's first Homelessness Micro-Café Employment Initiative

To celebrate their official opening, Ground+Co will be offering the first 500 coffees for free on Friday, November 1 from 7am.

Ground+Co is a social enterprise and The Underground Collaborative's first employment initiative; a micro-café in the Perth CBD that trains and employs women who have or are experiencing homelessness as a result of family and domestic violence. At twenty-five percent, family and domestic violence is the single leading cause of homelessness in Australia.

The Underground Collaborative came about when founder, Katie Liew, discovered the complexities surrounding homelessness, and wanted to focus on addressing the root causes in a bid to help end and break the cycles of homelessness. She is also passionate about educating society as a whole to better understand without the attached stigmas.

"I've found people want to help but don't always know how, short of giving money. By enjoying our hospitality at Ground+Co, they're able to make a very real, and very tangible difference.

Every purchase helps us employ people experiencing disadvantage and marginalisation. This not only provides them some financial stability and confidence but can also reduce the duration of homelessness as our employees become more empowered, gain independence and most importantly, maintain stable housing."

The Underground Collaborative provides opportunities to enable and empower the community at large, to empower people experiencing disadvantaged.

"When we empower others, we ultimately empower ourselves. Creating change in our own lives empowers us to explore ways of helping to bring about beneficial change in the lives of others," says Katie.

For additional information on Ground+Co or The Underground Collaborative, please visit <http://groundandco.com.au/> and <https://theunderground.org.au/>

-ENDS-



Ground+Co Launch

From 7am Friday 1st November 2019

Ground+Co

EY Building, 11 Mounts Bay Road, Perth 6000 (above the Elizabeth Quay train station)

For further information or interviews, please contact:

Katie Liew – 0402 777 241 – katie@theunderground.org.au