



'Pay it Forward Day' is back for its fourth year, on Thursday, April 29, 2010. Inspired by the movie 'Pay it Forward' starring Kevin Spacey and Helen Hunt, it involves people doing random acts of kindness for others without expecting anything in return. Instead, recipients are instructed to 'pay the kindness forward' to others in need, essentially creating a positive ripple effect of giving.

In only its fourth year, Pay it Forward Day has spread all around the world with more than 15 countries now involved. Mayors of Gosford, Salt Lake City, Henderson and Las Vegas have all proclaimed the day and 100's of schools and businesses are now involved. It has also featured numerous radio stations, magazines, newspapers and on the following television stations:



It has produced some wonderful random acts of kindness. One lady received a \$10,000 donation so she could afford a liver operation from a complete stranger – she still has no idea who performed the good deed! Another boy noticed a parking meter was expired. He convinced his mother to top up the meter so that one car owner avoided a \$79 fine.

The founder of "Pay it Forward Day" Mr Blake Beattie, says "he is overwhelmed at the support. Of course we should be paying it forward every day, but many of us get so caught up in the rush of every day life that we lose sight of what is most important. Pay it Forward Day is a great reminder of the positive energy when we give to others."

So how big does each good deed need to be?

It can be as big or small as you would like to make it; from helping a stranger with their groceries to buying a meal for a homeless person or not charging a client for work. The aim is to simply put a smile on someone else's face and feel good about what you've done for someone else. After each good deed is

performed people are encouraged to hand the recipient a Pay it Forward Day card. This card explains what the day is all about and has 24 boxes to be ticked off as the card travels forward to each recipient.

So how can you get involved?

- ▶ Become a Pay it Forward Champion and help spread the word.
- ▶ Become a company sponsor and show the community you care about making a difference.
- ▶ Participate on the day and perform some wonderful random acts of kindness.

"Together we can make a difference and change the world, one good deed at a time."

www.payitforwardday.com

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