



International Pay it Forward Day is on April 28 every year. Inspired by the book and movie 'Pay it Forward', it involves people performing acts of kindness for others without expecting anything in return. Instead, recipients are asked to 'pay the kindness forward' to others in need, essentially creating a positive ripple effect of giving.

Pay it Forward Day has spread to over 80 countries inspiring over 5 million acts of kindness. There have been over 50 state and city proclamations for the day and 100's of schools and businesses are now involved. It is a global phenomenon which has featured on numerous radio stations, magazines, newspapers and on television networks including:



The founder of "Pay it Forward Day" Mr Blake Beattie, says "he is overwhelmed at the support. Of course we should be paying kindness forward every day, but many of us get so caught up in the busyness of life & 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 recipients receive 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 or school advocate and show the community you care about making a difference.
- Participate on the day and perform some wonderful random acts of kindness.

Visit the Pay it Forward Day website where you can download free pay it forward cards and flyers, read inspiring stories and watch inspiring videos.



www.payitforwardday.com