



Xero Pays It Forward Around The Country

Sydney, Australia, 30 April, 2015 — Around the country this week, strangers have been surprised with random acts of goodwill in the lead up to [International Pay It Forward Day](#) which occurs today.

The concept of 'paying it forward' encourages people to perform a random act of kindness for a stranger and suggests they return the favour by paying it forward to someone else. This friendly act could be as small as purchasing an extra cup of coffee or a train ticket for the person behind you in the queue.

This year, International Pay it Forward Day aims to inspire more than three million acts of kindness around the world.

Local accounting software company [Xero](#) has been working hard all week to kick-start festivities in Australia. It's staff round the country have been visiting small businesses in different states to perform random acts of kindness for unsuspecting strangers. Chris Ridd, Xero Australia Manager Director, shouted coffees for an entire Melbourne cafe, while other staff bought haircuts for strangers at a local barber.

Xero is tallying up staff contributions and matching that in a donation to Australian charity, [Youth off the Streets](#).

"This week has been a great opportunity for Xero to get involved with small businesses at the ground level and encourage our staff to do the same. We've seen lots of surprised faces and even some hugs, kisses and emotional reactions from the people that have received a free cup of coffee, lunch or even a haircut. The project has definitely generated smiles from both the Xero staff and the happy recipients," Ridd said.

"Paying it forward is a simple and effective way to encourage kindness and to brighten someone's day. We are very proud to be leading the initiative in Australia."

Xero is supporting International Pay It Forward Day with the hashtag [#xeropaysitforward](#). To get involved online, visit [Twitter.com/Xero](#) or their [facebook](#) page.

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About Xero

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