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First NetWeaving – Pay It Forward Week Scheduled for April 2010

Thousands of Atlantans to Participate in NetWeaving Meetings While Paying It Forward

ATLANTA (March 14, 2010) – More than 50 volunteer business executives, business owners and entrepreneurs who have experienced the power of NetWeaving have joined forces to launch the first ever NetWeaving - Pay It Forward Week in Atlanta. Scheduled for April 26-30, 2010, the NetWeaving - Pay It Forward Week committee hopes that thousands of Atlantans will fill up restaurants, coffee shops and business clubs with NetWeaving 'hosting' meetings.

"Many people are familiar with the concept of Pay It Forward, but I suspect they don't know there is a Pay It Forward Foundation," said Bob Littell, creator of the concept called NetWeaving and leader of the week-long events. The Pay It Forward Foundation works to educate and inspire students to realize that they can change the world, and provide them with opportunities to do so.

NetWeaving is a Golden Rule and "Pay It Forward" form of networking which is all about being a 'connector' of others, as well as a gratuitous 'resource-provider' – as a way of building trusted relationships – and doing so because you genuinely believe 'what goes around, does come back around'.

"By combining the power of NetWeaving with the Pay It Forward philosophy of inspiring, promoting and encouraging ANY and all random acts of kindness, we create a win-win for businesses and for children who earn Pay It Forward grants".

During the week, a NetWeaver will 'host' a meeting to introduce two persons whom he or she believes would benefit meeting each other for business purposes or just as a new friendship, and then ask EACH of them to "pay it forward" and do the same for two other people - creating a financial 'ripple effect' for our area and a real economic stimulus.

At the same time these hosting meetings are taking place in restaurants and other NetWeaving 'hosting' locations, the Society of Human Resource Management is promoting a similar project internally. Companies will encourage employees to 'host' a meeting - just a cup of coffee or maybe a breakfast or lunch (usually across department or across-functions) to introduce two people within the company who don't know each other, but who would benefit meeting and learning more about the person and what she or he does. This is how "NetWeaving" can help tear down walls and silos - just getting people to know each other as human beings and gaining more of an appreciation for the role they play within the company.

Money raised from sponsorships and donations will be divided equally between Junior Achievement whose mission is to inspire and prepare young people to succeed in a global economy, and the Pay It Forward Foundation (PIFF) whose mission is to inspire and celebrate 'random acts of kindness' around the world. In conjunction with this mission, the PIFF makes 'mini-grants' (up to \$500) to school-age children who come up with ideas and projects consistent with the "pay it forward" concept.

For more details on the week and on how to apply for mini-grants, go to <http://www.pay-it-forward-week.com/>.

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