

Pay It Forward 9/11 Marks 25th Anniversary of 9/11 With Acts of Kindness in the Spirit of Unity

New York and Washington DC Events, Gander Homecoming, and 50+ "Come From Away" Theatres Unite to Turn Remembrance Into Kindness

NEW YORK, SC, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Twenty-five years after

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In 2001, the words ‘United We Stand’ were everywhere and the words are still meaningful today. Kindness toward a stranger seems small, but multiplied by thousands and it becomes something much bigger.”

Kevin Tuerff

the September 11 terrorist attacks, [Pay It Forward 9/11](#) is launching its most ambitious [kindness](#) campaign yet: #11DaysofKindness, September 1st through September 11th (and beyond). This 24th annual effort remembers lives lost on [9/11/01](#) by bringing together volunteers, businesses, schools, theatres and communities to pay it forward and do an act of kindness for others.

From Washington, D.C., to New York City and Gander, Newfoundland, the nonprofit will mark the 25th anniversary through its kindness events, music collaboration, and acts of service inspired by the

extraordinary kindness shown to founder Kevin Tuerff in Gander after being stranded in the aftermath of 9/11.

Pay It Forward 9/11 encourages people everywhere to participate by performing three good deeds for strangers, with a goal of inspiring at least 25,000 acts of kindness in honor of the victims killed 25 years ago.

“Twenty-five years ago, in the darkest of circumstances, strangers stepped forward to help strangers,” said Kevin Tuerff, founder and president of Pay It Forward 9/11. “For these 11 days, we want to remind people that each of us still has the power to create that same spirit of unity. You don’t need to do something enormous. Buy someone a cup of coffee, help a neighbor, volunteer, thank someone who serves your community. Kindness is something every one of us can do.”

Supporters include the writers and original producers of the hit musical “Come From Away,” as well as Air Canada, John Gallin & Son, and Love, Tito’s.

****To join #11DaysofKindness, pledge acts of kindness, access educational resources or support Pay It Forward 9/11, visit PayItForward911.org.**

PAY IT FORWARD 9/11'S #11DAYSOFKINDNESS ACTIVITIES INCLUDE:

EXCLUSIVE "BE KIND" MUSIC VIDEO: A UNIQUE COMPILATION OF A CAPPELLA SINGERS AROUND THE WORLD

Pay It Forward 9/11 will launch a new music video on September 1st celebrating the power of kindness, remembrance and human connection. Featuring worldwide a cappella groups who nominated their performances of musician Zak Abel's song "Be Kind," the video kicks off the #11DaysofKindness campaign and encourages kindness.

100 FREE CUPS OF COFFEE: WASHINGTON, D.C. TO NEW YORK CITY AMTRAK

Pay It Forward 9/11 will take its message of kindness on the rails with a special Washington, D.C.-to-New York Amtrak train journey, creating opportunities along the route to share the #11DaysofKindness message and inspire travelers and communities to pay kindness forward.

SEPTEMBER 3rd COFFEE AND KINDNESS AT XAVIER MISSION, NEW YORK CITY

Pay It Forward 9/11 and longtime supporter Gallin & Son will bring people together over coffee at Xavier Mission in New York City, demonstrating how even something as simple as sharing a cup of coffee can become an opportunity for connection and kindness.

50+ "COME FROM AWAY" THEATRE PRODUCTIONS WORLDWIDE JOIN THE MOVEMENT

More than 50 theatres producing the hit musical Come From Away are helping spread the Pay It Forward 9/11 message to audiences around the world. The musical tells the remarkable true story of the people of Gander and surrounding Newfoundland communities who welcomed thousands of airline passengers stranded when U.S. airspace closed on September 11, 2001. Participating theatres are helping audiences take the story beyond the stage by encouraging acts of kindness in their own communities and founder Kevin Tuerff is connecting personally to all 50 through videos, content, and customized messages and Zoom calls.

KEEPING THE PACE SEPTEMBER 10: ACTS OF KINDNESS IN MANHATTAN

On September 10, Pay It Forward 9/11 will participate in activities in Downtown Manhattan with American Thoracic Society, FiDi Hotel and Pace University, bringing the message of



Kevin Tuerff and Jeanette Gutierrez, Pay It Forward 9/11 and acts of kindness in New York City

remembrance, service and unity to the community just blocks from where the World Trade Center once stood.

SEPTEMBER 10: RETURN TO GANDER, NEWFOUNDLAND

Pay It Forward 9/11 founder Kevin Tuerff and board members return to the place where its story began: Gander, Newfoundland.

At the College of the North Atlantic, Pay It Forward 9/11 board members and volunteers from the United States and United Kingdom will share stories of kindness and document 25 acts of kindness honoring 25 people lost on 9/11.

Tuerff was one of approximately 7,000 airline passengers diverted to Newfoundland on September 11, 2001. The extraordinary generosity he experienced there ultimately inspired him to create Pay It Forward 9/11 and became part of the true stories celebrated in the hit musical "Come From Away".

SEPTEMBER 11: TURNING A DAY OF REMEMBRANCE INTO A DAY OF ACTION

The 11 Days of Kindness culminate on September 11, a powerful finale to 11 days of service while inviting people everywhere to perform their own acts of kindness in memory of those lost.

Participation in #11DaysOfKindness doesn't require attending an event. Pay It Forward 9/11 is asking people everywhere to do three good deeds for strangers: buy a coffee for the person behind you. Donate food to a food pantry. Thank a first responder with a meal. Volunteer at your favorite local charity, or simply reach out and connect to someone who may feel alone. Encourage others to pay it forward, and keep the ripple effect of kindness going using #11DaysOfKindness.

Schools, families and homeschoolers can access free downloadable educational curriculum at PayItForward911.org.

ABOUT PAY IT FORWARD 9/11

Pay It Forward 9/11 is a nonprofit organization dedicated to transforming the anniversary of September 11 into a global day of doing good through acts of kindness and service. The organization was founded in 2002 by Kevin Tuerff, an airline passenger stranded in Gander, Newfoundland, on September 11, 2001. Inspired by the extraordinary compassion shown to him and thousands of other stranded passengers, Tuerff began encouraging people to repay that kindness where they live. Pay It Forward 9/11 is supported by individuals and organizations

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