

## Florida woman on a mission to impact on 1 billion lives through unique 'Pay It Forward' book launch

Passing on hope, wisdom, knowledge and inspiration



**Valrico, Feb 13, 2019 ([IssueWire.com](http://IssueWire.com))** - A Florida woman is taking part in a global book launch with 18 other women in a world first – encouraging readers to buy the book, and then pass it on – in order to reach one billion women and send a 'ripple of hope' around the world.

**Athena Emert Gray, a Principle & Found of aeg&co** has joined forces as part of a growing global movement called the Women of Contribution, to launch the second volume of a book entitled 'The Pay it Forward Series: Notes to My Younger Self - Vol 2'.

The book shares pivotal moments from eighteen women, including **Athena Emert Gray**, from the Women of Contribution movement as they write back to their younger selves sharing an experience that changed their lives, and passing on hope, wisdom, knowledge and inspiration as a reminder that even

darkest moments can be seen as a guiding light.

In a first, the authors are encouraging readers to purchase the book, and then to follow the 'pay it forward' principle; once the book has been read then that person pays it forward to other women: whether that is family, friends or even complete strangers.

They are asked to complete the message box at the front of the book before passing in on, whether it's leaving on a train or bus, or simply handing it to a friend or family member.

Their hope, by doing that is that a billion lives will be touched, and many women will feel inspired and find a ray of hope, not only through paying the book forward but supporting their chosen charity which is "One Woman" a global social enterprise on a mission to help women and girls around the globe live their dreams and reach their full potential through education and entrepreneurship.

**Athena Emert Gray**, one of 18 authors featured in the book says: "I am inspired to show 100,000 women how to step out of their comfort zones and create businesses where they no longer rely on others to build the lives of their dreams.

Life is so much less stressful when you don't try to control everything and everyone. You will find less disappointment, less struggle, and more love and support when you just release and let go of the control."

The book is available on Kindle for just .99 on March 1, 2019, and the paperback version will be launching on March 8, 2019, with a book launch event at the De Vere Beaumont Estate in Windsor, UK from 7:30 pm.

<https://womenofcontribution.lpages.co/the-pay-it-forward-series-volume-2/>

<https://aegandco.com>



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