

## Hero Philanthropy Pledges \$100,000 to Support Hero Initiatives



Global (January 15, 2026)—Hero Philanthropy, the philanthropic arm of International Healthcare Media and its family of brands, announced an unprecedented commitment to support patient advocacy organizations and charities that provide meaningful resources and support for patients and families in need.

Hero Philanthropy was first established in 2025 with a mission to highlight organizations that are important to the Heroes featured in My Hero 360 interviews. During the first year, Hero Philanthropy made charitable contributions to the following organizations:

- In partnership with [Jeffrey Allen](#), winner of Beast Games, Hero Philanthropy donated \$5,000 to the Association for Creatine Deficiencies, a nonprofit that supports research and awareness for creatine-related conditions like the one Jeff’s son has—creatine transporter deficiency.
- In partnership with [Michelle Hammer](#), an artist living in New York City who has schizophrenia, Hero Philanthropy donated \$5,000 to the Fountain House/Fountain House Gallery, an organization that features creative visions and exhibits from individuals living with mental illness.
- In partnership with the [Cook family](#), who searched for over 30 years for a correct diagnosis for their two sons, Hero Philanthropy donated \$2,500 to the CTX Alliance, a patient organization providing support and resources for families affected by the rare genetic condition cerebrotendinous xanthomatosis.

In 2026, Hero Philanthropy is excited to ramp up its charitable giving in honor of the communities featured on My Hero 360, pledging to donate \$100,000 to various organizations that provide support, resources, and research for different health conditions.

“We launched My Hero 360 to share inspirational stories that connect people around the globe. Now, with Hero Philanthropy, we can expand the goal of our mission to inspire, empower, and impact,” said Chris Ciraulo, founder of My Hero 360 and Hero Philanthropy. “We hope our contributions to worthy organizations **inspire** others to give charitably, **empower** advocacy organizations to continue working tirelessly on behalf of their communities, and make an **impact** directly on people and families who live with different health conditions every day.”

My Hero 360 and Hero Philanthropy exist to do good in the world. Through creating engaging, inspiring, and empowering content, the goal is to positively impact humanity and make kindness go viral.

Do you know a Hero who has a story? Do you know an organization that is deserving of support? Reach out to [kfitzgerald@ihmholdings.com](mailto:kfitzgerald@ihmholdings.com).

Watch all of our My Hero and Hero Philanthropy videos on [YouTube](#).

### **About My Hero 360®**

My Hero 360 is a first-of-its-kind digital community dedicated to showcasing the human side of medicine by honoring, celebrating, and connecting unsung heroes in medical communities worldwide.

The storytelling community gives these remarkable people a voice—allowing them to share their personal journeys, inspire others facing similar or different struggles, and spark a ripple effect of hope and resilience.

Together, we can uplift one another and improve lives—one story at a time.

Our mission is clear—to provide a space for heroes to be seen and heard, empowering individuals to share their stories and amplify those stories to inspire and impact humanity.

[Learn more.](#)

### **About International Healthcare Media LLC**

International Healthcare Media (IHM) is a leading communications company in the healthcare media industry, offering a dynamic and diverse portfolio of media brands catering to healthcare providers, patient warriors, and patient advocate-caregivers globally. IHM provides compelling and relevant content, aligning with its mission to be a source of

trusted and insightful information. The company's portfolio of brands includes Med Journal360®, Rare Disease 360®, Ophthalmology 360®, Optometry 360™, and My Hero 360®.

IHM has won several content awards over the years, including:

- Best Healthcare Professional Media Award
- Best B2B Website
- Best Series of Articles
- Best Planned or On-Location Content
- Best Consumer Video
- Best Social Media and Online Community
- Best B2B Launch
- Best User Experience Design Category
- Healthcare Media Excellence
- Most Innovative Healthcare Online Community

At the heart of IHM's success is its dedicated team that embodies the corporate values of passion, innovation, interaction, information, inclusiveness, diversity, communication, collaboration, and resilience. These values are evident in every aspect of the company's operations, as reflected in its tagline, "All Content Should Be This Good®."

Learn more about IHM and its [portfolio of brands](#).

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