

# HERO® Allograft

Net proceeds from the sale of Hero Allograft are donated to charities benefiting children with life-threatening medical conditions.



## Houston Make-A-Wish Child Had Wish Unveiled Today; Local Spine Surgeon Recognized for Making Wish Come True Granted \$23,000 in Local Wishes

11/20/2013

Houston, TX – Wednesday, November 20, 2013 -- Spinal Elements®, Inc., a California-based spine technology company, announced that local Houston spine surgeon Mike Leahy, M.D., a leading Orthopaedic Spine Surgeon for multiple high school athletic programs in the community, is the first surgeon in Texas to join their new “Pledge to be a Hero” program. Because of Dr. Leahy’s participation, Spinal Elements unveiled and granted a very special wish to a local Houston Make-A-Wish child, and donated a check today for \$23,000 to Make-A-Wish® Texas Gulf Coast and Louisiana chapter. This is the first of many ongoing donations Houston will receive because of Dr. Leahy. As more surgeons and hospitals use Hero Allograft, (of which 100% of proceeds go to children’s charities), the money to Houston Make-A-Wish will grow exponentially.

Isabelle, age 12, of Sugar Land had her wish – to draw with the animators at Warner Brothers! -- unveiled from Make-A-Wish in a surprise cupcake ceremony at St. Luke’s Lakeside Hospital. Jason Blain, president, Spinal Elements, and local hero Dr. Leahy presented the wish and check to Isabelle and her family. Isabelle has Chiara Malformation. Local MAW representatives Michelle Wright and Amanda Mewborn of the Make-A-Wish Texas Gulf Coast chapter were also on hand to accept the check. Isabelle’s parents Charles and Laurie and her three siblings Nicholas (Otter Experience), Charles (Disney Cruise) and Caroline (Disney World) were also there. All of Isabelle’s siblings have Chiara Malformation, and have been granted the wishes beside their names. In fact, the family just returned from Charles’ Disney Cruise last week!

Spinal Elements launched its national “Pledge to Be a Hero” program last year, which offers surgeons and hospitals across the country the opportunity to pledge to use only allograft tissue from companies that do not profit from the transfer of that tissue whenever clinically

feasible. Allograft is human tissue that is obtained by way of an Spinal Elements chose to name its first allograft tissue product “Hero®” to honor those whose donation made the tissue donation possible. Although many companies earn significant profits from the sale of allograft, Spinal Elements has chosen to donate all profits from the sale of its Hero allograft to charities benefiting children with life-threatening medical conditions, such as the Make-A-Wish Foundation® and St. Jude Children’s Research Hospital. Hero was launched last year at the North American Spine Society (NASS) convention. Spinal Elements is estimated to donate over \$250,000 from net proceeds of Hero by the end of 2013.

The following link details why Spinal Elements created the “Hero” program and is donating 100% of their profits from this product to children, noting to date that Hero has helped raise over \$250,000 nationally for children’s charities. <http://www.orthospinenews.com/one-for-the-good-guys>

### About Dr. Leahy

Dr. Leahy is a renowned spine surgeon practicing in Houston since 2009. He currently serves several hospitals, including Humble Regional Medical Center, St. Luke’s Lakeside Hospital and St. Luke’s Hospital at the Vintage. A native of Houston, Dr. Leahy is a leading Orthopaedic Spine Surgeon for multiple high school athletic programs in the community. Dr. Leahy is a graduate of the University of Texas Medical Branch at Galveston, and a graduate of Memorial High School. He and his wife Jay have two children, Andrew and Marlow Grace. <http://www.tosm.org/MikeLeahy.asp>

For more information, please visit

[www.spinalelements.com/hero](http://www.spinalelements.com/hero).

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Paying it Forward.



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