

FEATURED IN HERO



Through revenue received from *Hero*, The Secret Company is honored to contribute to the following foundations and charities of *Hero's* contributors.

MICHAEL ACTON SMITH

www.mindcandy.com



Michael Acton Smith is the CEO and creative director of Mind Candy, the kids' entertainment company behind the global phenomenon, Moshi Monsters. Moshi Monsters is an online game and virtual world, but also

includes toys, trading cards, magazines, a book, and a movie. Michael continues to lead Mind Candy with his vision of building the greatest Entertainment Company for the digital generation.

THE MOSHI FOUNDATION

www.themoshifoundation.com

Michael established **The Moshi Foundation** as a grant-giving organization to assist children and young people throughout the world. To date, grants have been provided to support advances in education, health and welfare, to overcome financial hardship, and to assist in therapy and education for children with special needs and disabilities.

LAYNE BEACHLEY

www.laynebeachley.com



Layne Beachley is the most successful competitive female surfer in history, and winner of a record seven world titles. She is currently vice president of the International Surfing Association, and sits on the board of Surfing

Australia and the Sport Australia Hall of Fame. Layne continues to surf every day, occasionally competes in master's events, and is a motivational speaker.

LAYNE BEACHLEY AIM FOR THE STARS FOUNDATION

www.aimforthestars.com.au

Layne established the **Layne Beachley Aim for the Stars Foundation** with the goal to provide financial support and encouragement to young women and girls to help them realize their dreams. The program is open to dedicated females throughout Australia in the fields of sports, academia, or community and cultural pursuits. Layne's aim is to help these young women and girls in their quest to achieve greatness.

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PETER BURWASH

www.peterburwash.com



Peter Burwash is a former professional tennis player and one of the most revered tennis coaches of all time. Peter is founder and president of the world's largest tennis management company, Peter Burwash International, providing

top-level tennis coaching and individual programs in thirty-two countries around the world. Peter is also a bestselling author and in-demand motivational speaker.

CARE FOR VRINDAVAN

www.fflvrindavan.org

As a result of his international travels, Peter has come to support the **Care For Vrindavan** organization, a US-based charity that raises funds on behalf of the impoverished Vrindavan region of India. Local communities are provided with basic necessities, enabling them to build self-reliance for the future. Specifically, this charity funds the education of thousands of otherwise neglected Indian girls, so that they may reach their full potential.

PETE CARROLL

www.petecarroll.com



Pete Carroll is an American football coach and winner of two national championships, along with multiple conference and divisional titles. Pete is currently head coach and executive vice president of the Seattle Seahawks,

where he was recently awarded NFC Coach of the Year.

A BETTER LA AND A BETTER SEATTLE

www.abetterla.org

www.abetterseattle.com

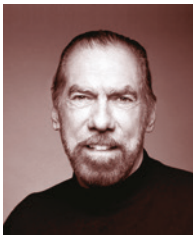
Pete is renowned for his philanthropic work, particularly for his efforts to reduce gang and youth violence in Los Angeles and Seattle. Pete established **A Better LA** and **A Better Seattle**, which aim to empower individuals to create safer and stronger communities. These organizations partner with community-based organizations to provide families and youth with the tools, mentorship, and support to help them thrive.

FEATURED IN HERO



JOHN PAUL DEJORIA

www.paulmitchell.com



John Paul DeJoria is a businessman who cofounded John Paul Mitchell Systems, creator of hair care products and beauty schools. John Paul is the company CEO, and has achieved annual turnover in excess of \$1 billion. In 1989, he

cofounded and now owns the majority of the Patrón Spirits Company. John Paul is also passionate about environmental issues, international diplomacy, and philanthropy.

JP'S PEACE, LOVE & HAPPINESS FOUNDATION

www.peacelovehappinessfoundation.org

Having spent time in the foster care system as a child and endured stints of homelessness as an adult, John Paul has dedicated substantial resources to his charity, **JP's Peace, Love & Happiness Foundation**. The organization supports environmental sustainability, social responsibility, and the protection of animals, and aims to enable people to help themselves through gardening and farming programs that equip them to feed their families and start their own businesses.

PETER FOYO

www.nextel.com.mx



Peter Foyo is a business executive and international telecommunications expert. Peter is regarded as one of the very best and most innovative CEOs throughout Latin America. He serves on the board of several companies and

continues to lead a 17,000-strong workforce as president of Nextel Communications Mexico.

NEXTEL FOUNDATION

www.nextel.com.mx/nextelfundacion.html

As company CEO, Peter has built an admirable culture of corporate social responsibility and philanthropy. The **Nextel Foundation** provides support for the most vulnerable members of the community through education. The foundation supports students through scholarships and programs aimed at youth, the underprivileged, and the disabled, and by funding scientific research and higher education.

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LAIRD HAMILTON

www.lairdhamilton.com



Laird Hamilton is a world-renowned big-wave surfer, innovator, and pioneer of tow-in surfing, stand-up paddle boarding, and hydrofoil surfing. Laird continues to split his time between riding the big waves, developing new forms of crossover surf sports, and raising awareness for causes close to his heart.

RAINCATCHER

www.raincatcher.org/laird

Laird and his wife, Gabrielle Reece, were recently appointed to the board of directors of **RainCatcher**, a nonprofit organization established to alleviate the global water crisis. RainCatcher has assisted 700,000 people worldwide through the provision of rainwater-harvesting systems. RainCatcher aims to provide clean drinking water to an additional 10 million people by 2015.

MASTIN KIPP

www.thedailylove.com



Mastin Kipp is an entrepreneur, writer, and blogger, who utilizes social media to spread his messages of inspiration. Mastin founded *The Daily Love*, a website, daily email, and Twitter account, which reaches 600,000 subscribers a day, and is syndicated through *The Huffington Post*. Mastin has made appearances on *Oprah's Lifeclass*, and has been featured by Oprah on her *Super Soul Sunday* as a next-generation spiritual thinker.

ANTHONY ROBBINS FOUNDATION

www.anthonyrobbinsfoundation.org

Mastin credits his transformation to the help of Life Coach Anthony Robbins, and in gratitude, he has lent his support to the **Anthony Robbins Foundation**. This nonprofit organization conducts programs designed to aid and enrich the lives of those most often forgotten by society: youth, the elderly, the homeless, and the prison population.

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LIZ MURRAY

www.homelesstoharvard.com



Liz Murray is a bestselling author and one of the most highly sought-after motivational speakers in the world, famous for her incredible journey from homelessness to attending Harvard University. She has shared the stage

with the likes of Mikhail Gorbachev, the Dalai Lama, and Tony Blair, and has been honored by the White House as well as Oprah Winfrey for her inspirational work in empowering the young.

MOMENTUM TEENS FOR LEADERSHIP

www.momentumteens.org

As a role model for teenagers, Liz is proud to support **Momentum Teens for Leadership**, a not-for-profit organization whose aim is to encourage, empower, and nurture leadership skills among youth. Momentum Teens offers workshops and programs that provide tools and experiences to help teens become responsible, confident contributors to their community and the world.

PAUL ORFALEA

www.paulorfalea.com



Paul Orfalea is the founder of Kinko's, the world's leading office supplies and business services chain. Having divested his interest in Kinko's, Paul spreads his time between passing on his knowledge and experience as a

university professor, and his various philanthropic interests.

ORFALEA FOUNDATION

www.orfaleafoundation.org

Under Paul's leadership, the **Orfalea Foundation** has endeavored to empower others to find their own strengths. Supported programs include innovative early-childhood education, high school programs for motivated students, thousands of higher-education scholarships, and substantial funding for select university programs. Paul is also dedicated to assisting the plight of single parents, and ensuring healthy school food for children.

FEATURED IN HERO



G. M. RAO

www.gmrgroup.in



G. M. Rao is the founder and chairman of GMR Group, a global energy and infrastructure development corporation based in Bangalore, India. A visionary business leader, Mr. Rao has more recently steered his company toward urban development and the creation of national assets, such as power plants, highways, and airports.

GMR VARALAKSHMI FOUNDATION

www.gmrgroup.in/foundation.html

Mr. Rao is a strong advocate of corporate social responsibility, and established the **GMR Varalakshmi Foundation** to address the lack of basic amenities and abject poverty within local communities. The foundation seeks to make quality education available to everyone. Health needs are addressed through the provision of hospitals, medical clinics, and ambulances. Self-employment opportunities are created through the establishment of training institutes and entrepreneurial programs for enterprising youth.

ANASTASIA SOARE

www.anastasia.net



Anastasia Soare is considered to be the definitive eyebrow expert, and is a beauty industry icon. Due to her unique eyebrow shaping method, Anastasia has built an enviable clientele comprising the who's who of Hollywood, and maintains flagship salons in Beverly Hills and Brentwood. There are also Anastasia brow studios in high-end department stores worldwide, and she has personally developed and released a range of exclusive eyebrow and makeup products.

ANASTASIA BRIGHTER HORIZON FOUNDATION

www.anastasiafoundation.org

Through the **Anastasia Brighter Horizon Foundation**, young adults emerging from the foster-care system are offered scholarships to pursue careers in beauty and skincare. Funding and support is provided to assist with beauty school education, internships, hands-on training, and job placement. The aim is to create self-sufficiency and a foundation for the future.

FEATURED IN HERO



ABOUT THE AUTHOR

RHONDA BYRNE

www.theseecret.tv



Rhonda Byrne began her journey with the creation of *The Secret* film, viewed by millions across the planet. She followed with *The Secret* book, a worldwide best seller available in 50 languages with over 25 million copies in print. She continued her groundbreaking work with the book *The Power* in 2010 and *The Magic* in 2012, also *New York Times* bestsellers, and both of which are now available in 44 languages.

In her latest book, *Hero*, Rhonda brings together the wisdom and insight of twelve of the most successful people living in the world today. By following their epic journeys to success, *Hero* reveals the powerful abilities and qualities they used, and that you have available to you to realize your greatest dream.

"My journey of *The Secret* and everything I did is a map, and it's a map that others have used to discover their dreams and turn them into a phenomenal success. *Hero* is that map!" – Rhonda Byrne