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**Paul Sherwen Project and ROAD iD Announce Limited Edition Wrist ID
In Honor of the Late Paul Sherwen**
*Fundraising Campaign Launches Late August to Raise Awareness and
Donations To Support East African Youth*

NBC Sports commentator, Phil Liggett, and Paul Sherwen's wife Katherine Sherwen, announce today the launch of the Paul Sherwen Project, to honor Tour de France commentator and former professional cyclist, the late Paul Sherwen. The Paul Sherwen Project will serve to continue supporting the good that Paul was enacting in Uganda and across East Africa: empowering young people to help drive progress and economic development, through job skills and personal training, while protecting the unique culture and environment of their communities.

To help raise funds and awareness, the Paul Sherwen Project has partnered with ROAD iD, the premier line of wearable identification products for cyclists. Together, they created a Limited Edition Paul Sherwen Wrist ID honoring Paul's life and legacy. The Limited Edition Paul Sherwen ROAD iD features a custom designed silicone band with the inscription "If you want to go fast go alone, if you want to go far, go together", a quote that resonated deeply with Paul.

"Paul has been back in our living rooms throughout the month of July on NBC's airing of the Ultimate Tour," said NBC Sports commentator and long-time friend of Sherwen, Phil Liggett. "Your response has been amazing and clearly you all loved him, as we did throughout his career alongside me. Paul also believed strongly in ROAD iD's mission and never went out without his ROAD iD, so thanks to this initiative, we can now all help Paul continue his outstanding work with the people of Africa. Please support us and let's go for it."

Together, the Paul Sherwen Project and ROAD iD will launch pre-orders for this Limited-Edition ID on August 27, 2020, with expected shipping on September 3, to coincide with the first week of the Tour de France. The Wrist IDs are available for purchase through ROAD iD's website, www.roadid.com/paulsherwen for \$39.99, with \$15 of each ID sold will be donated directly to the Paul Sherwen Project.

"Paul became a friend and supporter of ROAD iD over a decade ago," said Edward Wimmer, ROAD iD co-founder. "I am very fortunate to have had the opportunity to get to know Paul while attending various bike races around the world. His quick smile, quirky wit, sharp sarcasm, genuine sincerity, and deep affection for Africa and its people left an indelible impression on me. It's an extraordinary honor to partner with the Paul Sherwen Project in an effort to continue Paul's great work."

"Paul was very much at home in Uganda and had recently combined his love of cycling with his utter devotion to the people and environment of Uganda," said Katherine Sherwen. "Given the remote area he was working in, he always wore his Road iD bracelet, just in case. Paul loved nothing better than sharing a laugh, a word of encouragement and cheering people on to do their best. Help us continue his dream of uplifting and connecting young people. Be a part of the adventure."

About The Paul Sherwen Project

The Paul Sherwen Project is a 501c3 organization created to honor the late Paul Sherwen and his personal initiatives of empowering individuals in the region of East Africa to reach their potential and to transform their own lives and those of their community.

About Road ID

ROAD iD makes wearable identification for people on the go. Their mission is to make wearing ID as common as a seatbelt, and since 1999, they've provided peace of mind to millions of active individuals, empowering them to do what they love and worry less with their info on-hand. Should the need arise, their ID products communicate who you are, who to contact, and the medical information necessary to ensure proper care is received. Countless stories and testimonials from customers over the years are a testament to the power of wearing ID, with many customers citing they might not be alive today had it not been for their ROAD iD. For more information, visit ROADiD.com.

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