



**PAUL
SHERWEN
PROJECT**



DeFeet®

DeFeet Partners with the Paul Sherwen Project to Create Custom Knitted Cycling Socks

Will Donate 100% of Proceeds to the Foundation

HILTON HEAD, SC (Tuesday, July 20, 2021) – The Paul Sherwen Project, created to honor Tour de France commentator and former professional cyclist, the late Paul Sherwen, and DeFeet, the leader in USA-made cycling socks, today announce a new custom [Paul Sherwen Project](#) Aireator sock made from recycled plastic water bottles. Knitted from thread made of recycled plastic water bottles, the DeFeet Aireator sock is the first cycling sock with an open mesh weave instead for breathability and moisture wicking and is one of the most popular socks in DeFeet's inventory. The PSP sock will retail for \$14.99 and all proceeds will be donated to the PSP.

“When we learned of the Paul Sherwen Project and their current fundraising campaign to support a school in Uganda educating young women, we knew we had to help,” said Shane Cooper, founder and CEO, [DeFeet](#). “There is a huge humanitarian effort so we worked quickly and in a matter of days created the colorful Paul Sherwen Project Aireator sock, knitted with thread made of recycled water bottles, and we're giving 100% of the proceeds to the PSP.”



The Paul Sherwen Project is raising money to support the [Matany Girls' Vocational School](#) (MGVS). Located in Karamoja, Uganda, the school was founded by Paul's dear friend, Florence Naduk, whose passion is empowering young women in the region by teaching relevant vocational and life skills for employment and job creation. The creation of a vocational school focusing on girls was a project dear to Paul's heart and one he supported with confidence knowing the value of empowering women and their ability to change society for the better from the grassroots up.

“Educational opportunities in Karamoja, the most remote region of Uganda, are scarce and many girls must leave school after their primary years to work as laborers,” explained Phil Liggett, chairman of the board of the [Paul Sherwen Project](#). “The practical skills taught to these young women at Matany Girls' Vocational School will increase employment and entrepreneurship and help them achieve sustainable livelihoods and dignity.”

“We were thrilled to hear from Shane at DeFeet and their desire to help us reach our fundraising goal of \$165,000 to construct the school's training workshop,” said Katherine Love Sherwen, Paul's wife and co-founder of the Paul Sherwen Project. “Paul would have loved the fact that the sock is made with 100% recyclable water bottles. Discarded plastic water bottles are a blight on our beautiful landscape, a danger to sea animals, wild African plains and forest animals and a health hazard to humans the world over.”

Opening its doors in November 2020, the school currently teaches hospitality and catering, tailoring and hairdressing. With capacity for total student body of 120 at any given time, the school's design plan calls for a workshop to house a kitchen for catering classes and a salon for hairdressing skills training. With the completion of this building MGVS is poised to be a full-service vocational institution, the first of its kind in the region. The importance of this is paramount to its mission, as this school will allow these girls to be educated near their home, within their own community and with positive role models of what Karamajong women can achieve.



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About the Paul Sherwen Project

The Paul Sherwen Project is a 501C-3 Corporation founded by the family and friends of the late Paul Sherwen to continue the good he was enacting in Uganda. Paul raced in the Tour de France seven times before becoming television commentary partners with Phil Liggett, where their voices became synonymous with the Tour de France. Paul called Uganda home and was passionate about investing in the people and future of the region, thus the Paul Sherwen Project is continuing his mission. For more information, visit www.paulsherwenproject.com.

About DeFeet

DeFeet was founded in Hildebran, North Carolina in 1992 by Shane and Hope Cooper. The worlds first manufacturer dedicated to the craft of knitting cycling socks and accessories, DeFeet quickly found success at the highest levels of sport including the Tour de France. The race became embedded in the culture and heritage of DeFeet. Today DeFeet and its unique Custom Shop creations are still made in the original location and sold worldwide. For more information visit www.defeet.com.

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