



**PAUL
SHERWEN
PROJECT**

The Paul Sherwen Project Goes for the Yellow Jersey at the Tour de France 2022

Four Weeks - Four Ways to Give

Matany Girls' Vocational School Beneficiary of Fundraising Efforts to include...

- *In-Person and Online Behind the Scenes of the Tour with Phil Liggett*
- *DeFeet Socks reimagines the Paul Sherwen Project Cycling sock*
- *“Tour de France Femmes avec Zwift” deep dive with Olympic Silver Medalist and World Champion Mari Holden & U.S. Cycling Hall of Famer, Sean Petty*
- *Be a Champion for girls' education! Make or join your own fundraising team for the Paul Sherwen Project*

HILTON HEAD, SC (Thursday, June 30, 2022) – The Paul Sherwen Project, created to honor Tour de France commentator and former professional cyclist, the late Paul Sherwen, continues to support the Matany Girls' Vocational School, founded by Paul's dear friend Florence Naduk, with four donor opportunities during the Tour de France.

First, Phil Liggett, the “Voice of Cycling” who is celebrating his Golden Anniversary commentating on the Tour de France and his golden friendship with Paul Sherwen, is using his rest days on-site during the 3-week race to meet with donors to share updates from Behind the Scenes of the Tour.

- Those in France who donate \$250 or more can join Phil in person on July 11 for a 1.5-hour race analysis and Q&A session (limited to 50 participants).
- Then, on July 18, anyone from around the world who donates \$500 can join Phil online for one hour for additional behind-the-scenes tales from The Tour (limited to 10 participants).

In addition, on August 1, Olympic Silver Medalist and World Champion, Mari Holden and cycling Hall of Famer, Sean Petty will bring insights, race analyses & field questions on “Le Tour de Femmes avec Zwift”. Online for everyone interested in all the excitement of the women's race. A \$100 donation is required and is limited to 20 participants.



Details of these events can be found at www.paulsherwenproject.com.

DeFeet Reimagines the Paul Sherwen Project Sock

Just in time for the Tour de France DeFeet International, a North Carolina-based cycling microsockery, has reimagined the Paul Sherwen Project sock. Inspired by the jerseys of the Tour de France, the new PSP sock is knitted from Repreve, a unique fiber manufactured in North Carolina from recycled post-consumer water bottles. The sock design features KOM/QOM red dots flanked by one yellow and one green stripe around the cuff with a red outline of the PSP logo on the back for all those drafting on your wheel to see. The new Paul Sherwen Project DeFeet sock retails for \$14.99 with all proceeds going to support the Matany Girls' Vocational School. Consumers can visit this [link](#) to purchase these gorgeous, sustainable socks.



“DeFeet grew up with the Tour. We are inspired by the color of the race as well as the color Paul brought to the broadcast, which is reflected in the new design of the Paul Sherwen Project sock,” noted Shane Cooper, founder and CEO of DeFeet International. “We are honored to continue to support the work of Paul’s family and friends to educate young girls in Uganda, Paul’s adopted home.”

The Paul Sherwen Project is raising money to support the [Matany Girls' Vocational School](#) (MGVS). Located in Karamoja, Uganda, the school’s mission is to empower young women in the region by teaching relevant vocational and life skills for employment and job creation. Creating 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.

Become a Champion for the Young Women of Karamoja

In addition to the events above, the cycling community can help the Paul Sherwen Project realize Paul’s dream for Uganda by helping to fundraise for Matany Girls. The nonprofit has created a peer-to-peer fundraising event allowing anyone to create a team or join a team in just three easy steps. Everyone who joins and raises \$1000 or more, will be entered into a drawing to win a two-night stay at [Ukhozi Lodge](#) at Kariega, a luxury game reserve in South Africa. Click [here](#) for details.



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“We are honored by the outpouring of donations from around the world in support of one of Paul’s passions, elevating the people of Uganda,” shared Phil Liggett, chairman of the board of the [Paul Sherwen Project](#). “We still have more money to raise in order to complete the new workshop named in honor of Paul and hope the cycling community will help us reach our goal.”

“The continued support of those who treasured Paul is overwhelming and humbling. The many messages we’ve received of how Paul positively impacted so many, warms our hearts,” said Katherine Love Sherwen. “We are grateful for DeFeet International for continuing to support our efforts and so appreciative of Mari Holden and Sean Petty for their time and energy to help us raise funds to support Matany Girls. Thank you.”

Opening its doors in November 2020, Matany Girls’ Vocational School currently teaches hospitality and catering, tailoring, and hairdressing. With capacity for a 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.

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.

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