

Paul's African Peloton

Leading Africa Forward Thru Cycling

Introduction

Hi, my name is Paul Sherwen. Many of you know me as the English voice of the Tour de France or thru my years as a professional bike racer in the peloton. What many of you might not know is that I grew up in Uganda, I live here and I care deeply about helping the local people and in growing cycling in Africa.

To that end we have formed [Paul's African Peloton](#).

Our Intention

To grow cycling in Africa, while spreading education and enabling healthcare initiatives and simultaneously, providing sponsors with unrivaled, cost effective marketplace exposure.

We are doing this by providing branded cycling kits to African teams along with iEmpowerment's Skills Empowerment Centres®, which include cycling and maintenance tips.

The Benefits to the Teams

Exceptional jersey-bib kits to nurture 'esprit de corps' and improve the ride. Skills Empowerment Centres (SEC) to hand out to develop team support while greatly benefitting their communities.

The Benefits to the Population

SECs providing general education, healthcare information and health care, agriculture and educational applications and the Digital Mobile Content Specialist Course that will lead to increased employment opportunities.

The benefits to the Sponsors

Reaching the fastest growing cycling marketplace in the world for a fraction of the cost of normal advertising or sponsorship. Logos on 'Paul Peloton' Jerseys and bibs, advertising piece on each of the SECs. Each SEC will be copied and distributed over and over again to leverage the marketing benefit. Sponsored teams will use social media to further your message.

An ability to reach a marketplace of millions inexpensively

Background

I have been involved with Bicycles for Humanity® since its inception. B4H® has delivered over 125,000 bikes to 11 African countries and created over 200 locally run bike shops. From this experience and the requirement for education and health care, iEmpowerment has built the SEC which is delivered on a memory stick. This revolutionizes how education is delivered and is the front end to better health care. Ask for the Paul's Peloton background PDF for more detailed information.

Call to Action

The opportunity to take advantage of this exceptional value is limited, **Contact:**

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