



Hope Recovery Resilience

## PROJECT HERO ANNOUNCES PROSHIFT RACING FUNDRAISING SPONSORSHIP

LOS ANGELES, CA (April 27, 2017) – [Project Hero](#), the groundbreaking non-profit organization serving veterans and first responders with PTSD and injury, has joined with [ProShift Racing Systems](#) (PSR) for a national fundraising and sponsorship program, it was announced today by John Wordin, president and founder of Project Hero.

As part of the sponsorship, PSR will donate \$100 to Project Hero and offer a \$100 discount to purchasers of PSR systems using the Project Hero redemption code PHPSR.

Using the real-time performance data received from sensors on the bike, combined with specific information about the rider, ProShift Automatic Shifting Systems automatically shift gears to keep riders at optimum performance levels and within their optimal power band on a continuous, accurate and nearly imperceptible basis.

“We are honored to support our healing heroes and, using ProShift Racing Systems, help make Project Hero athletes as successful as possible,” said Ennio Mastracci, President of Baron Controls LLC, parent company of ProShift Racing Systems.

Project Hero will showcase PSR electronic shifting systems at its popular cycling events throughout the US and PSR will provide systems for use on the bikes ridden by Project Hero staff in the organization’s multi-day UnitedHealthcare Challenge series rides.

“ProShift systems give our veterans and first responders, many of whom are told their PTSD or injury will keep them from riding bikes, the opportunity to benefit from cycling with Project Hero,” said Wordin. “ProShift is an ideal partner to help support our fundraising on behalf of those who serve us.”

The UnitedHealthcare Challenge Series is comprised of five annual non-competitive therapeutic Project Hero bike tours held throughout the US. The rides average 75-miles daily and feature veteran and first responder cyclists riding in a colorful, patriotic peloton of hand cycles, recumbent cycles, adaptive bikes, custom tandems and traditional bikes through historic sites, civic centers, schools and churches and local attractions.

### **ABOUT BARON CONTROLS LLC and PROSHIFT RACING**

Baron Controls LLC is the developer of ProShift, a Texas-based startup dedicated to improving the cycling experience by merging 20 years of electronic controls, design and

implementation with the rapidly growing electronic shifting groups being offered by Shimano, SRAM and Campagnolo. For information, visit [www.proshiftracing.com](http://www.proshiftracing.com).

### **ABOUT PROJECT HERO**

Founded in 2008, Project Hero is a groundbreaking national non-profit organization dedicated to helping Veterans and First Responders affected by PTSD, TBI and injury achieve rehabilitation, recovery and resilience in their daily lives and increasing awareness of the national mental health crisis posed by PTSD and TBI. Project Hero programs work by producing positive outcomes at lower costs and reducing drug-based therapies. Project Hero builds and provides adaptive bikes to physically-challenged and injured Veterans and First Responders and has helped tens of thousands of Healing Heroes at no cost to participants through cycling events, community-based programs in more than 50 cities throughout the US and by supporting research. For information, visit [www.projecthero.org](http://www.projecthero.org) or follow @#novetalone on Twitter.

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