



PROJECT HERO ANNOUNCES PARTNERSHIP WITH TEXAS A&M UNIVERSITY TO LAUNCH INNOVATIVE PTSD MONITOR

LOS ANGELES, CA (March 31, 2017) – Project Hero, the groundbreaking national non-profit veterans and first responders organization, will partner with Texas A&M University to introduce the first wearable health monitoring device specifically designed to help veterans and first responders with PTSD, it was announced today by John Wordin, president and founder of Project Hero.

The device will debut as part of Project Hero's HERO Trak program during the organization's upcoming 2017 UnitedHealthcare Texas Challenge April 3-8.

The partnership features the debut and first non-clinical use of a wristwatch-sized wearable health monitor programmed to respond to and learn the wearer's PTSD-specific physical cues, such as changes in heart rate not associated with athletics or normal activities, and interact with the wearer to help manage the onset of the episode or contact support or assistance.

The unique device and its sophisticated monitoring software have been developed by the Engineering Department of Texas A&M University under the leadership of Dr. Farzan Sasangohar. Dr. Sasangohar has been working with the Project Hero Research Institute of Mental Health to develop opportunities to test the device using highly-qualified subjects in non-clinical environments such as Project Hero events.

The organization has selected 30 riders taking part in the 2017 UnitedHealthcare Texas Challenge for the inaugural study. The riders will wear the device throughout the 500-plus mile journey through from San Antonio to Houston.

"Project Hero is honored by our partnership with Texas A&M and thrilled to be the first organization serving veterans and first responders to use the HERO Trak device that will help wearers identify, manage and reduce PTSD episodes," said Wordin. "We are also planning to continue working with Texas A&M using this innovative device at our Challenge Series and other events throughout the year."

Riders will wear the HERO Trak device throughout the 2017 UnitedHealthcare Texas Challenge and allow data generated by the device to be collected on an anonymous basis by Project Hero and Texas A&M after the Challenge has ended. Project Hero and Texas A&M are planning to use the device in the organization's upcoming 2017 Challenge and Honor Ride events.

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 or follow @#novetalone on Twitter.

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