

crimsoncowboy@palmerwilliamsgroup.org

ALL AMERICAN FOOTBALL STAR AND FORMER FEDERAL PRISONER LAUNCHES INSPIRATIONAL AUTOBIOGRAPHY

MOBILE, ALABAMA, August 19 — Former University of Alabama and Dallas Cowboys football star, Sherman Williams, from Prichard, Alabama, debuts his inspirational autobiography “The Crimson Cowboy”. The Crimson Cowboy chronicles Sherman’s life from his early years to being recruited by the University of Alabama’s Crimson Tide and ultimately being drafted by the Dallas Cowboys. Expect to read a story of a gifted athlete who achieved incredible heights only to choose poorly and face extreme hardship from self-inflicted wounds once his professional sports career ended.

Sherman Williams will host his first book launch event, scheduled for **September 5, 2015 at 1010 Social, 1003 N. Collins St., Arlington, TX 76011**. 1010 Social is located directly across from the Cowboys Stadium, which will host the University of Alabama college football season opener against the University of Wisconsin.

Williams will be available to sign books and take pictures with fans and supporters from 2p.m. - 4p.m. in conjunction with the University of Alabama 2015 Annual Kick-Off Bash.

Williams is the Founder and President of the Palmer- Williams Group (PWG), a 501(c) (3) non-profit organization. PWG was created to provide youth development programs to assist and guide disadvantaged youth to overcome interpersonal obstacles, embrace family values and encourage education while avoiding life's pitfalls. All proceeds from the sale of the book will benefit the Palmer-Williams Group.

Williams is available for interviews, appearances and book signings. Please contact crimsoncowboy@palmerwilliamsgroup.org or (251) 644 - 3125.