



For Immediate Release

International Female Ride Day Announced for May 2, 2008

- Event is *All the Buzz* as Excitement Builds for Clubs and Solo Riders -

Tuesday, February 4, 2008 (Toronto) – Last year’s introduction of FEMALE RIDE DAY in Canada was such a success that this year it has gone international. FEMALE RIDE DAY is a synchronized day, worldwide, where women motorcycle riders demonstrate their enjoyment of motorcycle riding. The event takes place annually on the first Friday of May, spotlighting women who ride and celebrating the many numbers who do. This is a day devoted to women of all ages and all experience levels demonstrating their passion, their pleasure and their comradeship, alone or together, in the activity of motorcycle riding.

“On FEMALE RIDE DAY, all we ask of women is to be on a motorcycle and *just ride!*” says Vicki Gray, campaign founder and organizer. “It is not an organized ride, not a charity or fundraiser—these important guiding principles were set up to ensure the point of the day is clear—sole focus on women riders. Of course women are free to decide how they spend the day and some clubs and rider groups indeed have incorporated a charity or an organized ride. This is the beauty of the day —freedom to enjoy it as you wish no matter the make or style –cruiser, sport, touring, scooter, road, off road or ATV. Women are encouraged to simply join in, enjoy the camaraderie internationally and *just ride,*” she adds.

International FEMALE RIDE DAY, made its début last year as a national event, with the intention to go global on its next occurrence. This year it will indeed be celebrated internationally and was not difficult step to make, as last year women throughout North America and areas of Europe spontaneously joined in. As each year goes by there is no doubt that FEMALE RIDE DAY will continue to catch on, enjoyed by more and more women as country after country joins in--evidenced by the increased activities planned this year.

In 2007, participants were invited to send in their photographs depicting rider and motorcycle capturing the moment during their FEMALE RIDE DAY experience and be featured on the website. Additionally by forwarding the photo to MOTORESS, they received mementos and souvenirs in return; participants will again in 2008—while quantities last! According to Vicki, already the online social communities signify soaring participation this year so there may be some limitations the souvenirs. Some club rides and meet ups planned on 2 May have decided to produce their own ride day souvenir—a t-shirt or a Female Ride Day badge.

MOTORESS is an international brand, with a strong online presence. The purpose is to “connect women with motorcycling” assisting women achieve the most they can out of the activity in the broadest sense possible. Whether just starting out or experienced, MOTORESS’s feminine and competent representation, provides a community where female riders can flourish, progress, comprehend and have fun.

MOTORESS founder Vicki Gray is a motorcycle racer, instructor, and coach, who has been an avid motorcyclist and promoter of riding since 1983. Originally, from Ontario, she got hooked on motorcycling when taking the rider training course in Nova Scotia, motivated by the need for an outlet away from her demanding career at Revlon International. Since then, she has taught motorcycle riding to thousands of beginners, trained police in the Caribbean (Netherlands Antilles), raced throughout Europe, co-instructed with MotoGP racer Katja Poensgen, partnered events with famed TT Circuit Assen, and co-hosted a television program for the Discovery Channel.

Last year’s FEMALE RIDE DAY was supported by BMW, BUELL, DUCATI NORTH AMERICA, HARLEY-DAVIDSON, HONDA, HYOSUNG, KAWASAKI, KYMCO, SUZUKI, YAMAHA, ARAI, INSIDE MOTORCYCLES, MCC, MOTORCYCLE MOJO, OFTR, RTI and WOMENS CUP CHALLENGE-- 2008 looks to receive the same strength in name support.

For more information please contact:

Betty van der Veen
Publicity/Public Relations MOTORESS
E-mail: betty@motoress.com