

PRESS RELEASE

International Female Ride Day[®] Founder Joins India for Ninth Edition

Motorcycle / Motorsport Advocate Vicki Gray Joins India's "Bikerni" for "JUST RIDE!" Celebrations, Saturday 2 May, 2015

Toronto, Canada, 10 April 2015 – For the ninth edition of International Female Ride Day[®] (IFRD), the events Founder Vicki Gray, will journey to India and join the “Bikerni Association of Female Bikers India”, to celebrate the globally synchronized ride day on Saturday 2 May. The Bikerni are India’s largest women’s motorcycle club with over 700 members. The festivities will take place over two days beginning with a ride from Mumbai, Maharashtra to Daman & Diu, Gujarat. Bikerni workshops and shared camaraderies will encompass what’s expected to be a truly fun and uniting occasion.

IFRD kicked-off in Canada and immediately become an International happening. It makes one request of women: “JUST RIDE[®]!” Get on your bikes, be out there and be visible. With an eight year recorded success, its compelling call to action brings female rider participation across all the world’s regions on one day, the first Saturday in May.

"We have been celebrating IFRD religiously since 2011 when the Bikerni was first formed," states Urvashi Patole, Bikerni Founder. "I first got in touch with Vicki in 2011 through Facebook; she sent me an IFRD t-shirt and since then our alliance has continued to grow. Every year women bikers across India celebrate IFRD with aplomb. This year, Vicki is going to be in India with us! What more could we ask for? We are super excited!" adds Urvashi. Bikerni Board Member and West Zone Moderator Sheetal Bidaye added, "The number of female motorcyclists in India has been on a consistent rise and IFRD has been celebrated across states as if it were a religion of women bikers. Although this year it’s even more special as the founder, Vicki Gray shall be joining the celebrations herself! Which is so inspiring and shall motivate the country's female riders even more!"

Leading up to and following the Bikerni IFRD celebrations, Vicki will continue to explore India’s beauty and culture by motorcycle. She has partnered with Bikerni board member, long distance endurance rider and India tour expert, Chithra Priya, for the program. Chithra and Vicki met in Toronto during Chithra’s visit to Canada on IFRD 2012. “I’m delighted to be under Chithra’s expert assistance! I’m further thrilled with the anticipation of joining Bikerni friends and to experiencing the adventurous, fascinating, motorcycling culture of India!” says Vicki.

About International Female Ride Day®

International Female Ride Day (IFRD) is a globally synchronized ride day for women motorcycle riders. Its theme of “JUST RIDE®!” asks women to be on their motorcycles, scooters or trike’s on the first Saturday of May each year. It was created by [Vicki Gray](#) in 2007 with the purpose of highlighting and profiling women who enjoy the activity of motorcycling. Its mission is to that of building awareness of female motorcyclists across all cultures; encouraging other women to take up the sport. The event is managed under the MOTORESS® canopy.

About MOTORESS®

MOTORESS® is a global online magazine for women motorcycle enthusiasts; delivering an insider's guide to a woman rider’s total motorsport lifestyle and expression. Its content provides the tools to connect and inspire women to take charge of the handlebars -to chart one's own route and become her best self in motorcycling. With topics covering News, Gearstyle, Technique, Health & Beauty, and more - MOTORESS® continues to build the most feminine, friendly and vibrant motorcycle community for women anywhere. MOTORESS® International head office is located in Toronto, Canada.

For more information visit: [International Female Ride Day®](#)

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