

FOR IMMEDIATE RELEASE

Get Ready for Woman Motorcycle Rider Global Dominance for Ninth International Female Ride Day® Saturday 2 May

Women motorcycle riders prepare to “JUST RIDE!” for worlds only celebrated harmonised ride day.

Toronto, Canada, 31 March, 2015 - International Female Ride Day® (IFRD) the world’s only synchronized women’s motorcycle ride day revs up as women make ready its approach Saturday 2 May. The ninth edition of IFRD “JUST RIDE®!” will assemble the planets diverse, proud and enthusiastic women riders through all forms, and styles of motorcycling. International Female Ride Day® highlights and profiles women motorcycle, scooter and trike riders. The day unites female rider camaraderie, inspires others to take up the sport, while shifting perceptions away from motorcycling being that of a masculine activity.

International Female Ride Day® 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 the world’s regions on one unified day where each participant is its role model. IFRD reflects the ongoing penchant for motorcycling women have expressed since the motorcycle was invented; while fostering growth and participation of women in the activity of motorcycling.

“IFRD is a powerful, unstoppable and thoroughly fun happening! Motorcycling for women still needs support as to it being looked upon as the norm for the female gender. Every woman riding a motorcycle comes under scrutiny, observation and often isolation when simply wanting to enjoy the activity. IFRD has effected change in the industry. It has built camaraderie and strengthened the global women’s motorcycling network causing a hugely positive influence to the activity. I’m very excited about the ninth edition! “; states Vicki Gray, founder IFRD.

For further information on International Female Ride Day, please visit: [International Female Ride Day®](#)
International Female Ride Day; [International Female Ride Day® Facebook](#).

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.

MOTORESS® Media Contacts:

Betty van der Veen – General PR/Communications – email: Betty@motoress.com

Hélène Boyer – French Communications – email: HBoyer@sympatico.ca

Vicki Gray – Founder, Director MOTORESS – +416 686-2924; email: Vicki@motoress.com

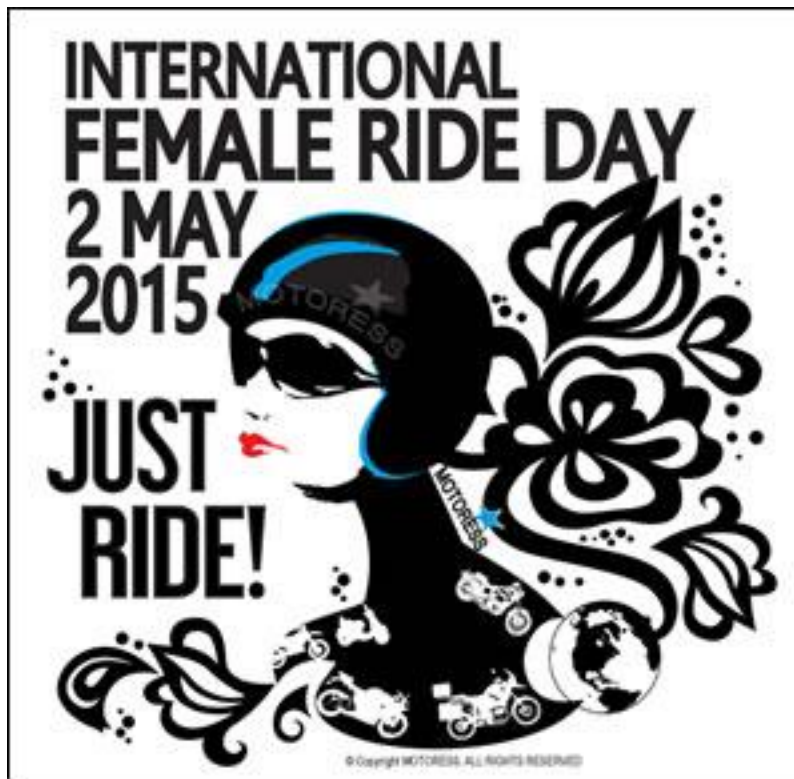


Figure 1: 2014 IFRD PHOTO CONTEST WINNER - IRELAND