



**FOR IMMEDIATE RELEASE**

## **The Historic Federation Internationale de Motocyclisme (FIM) Endorses International Female Ride Day**

**Toronto, April 20th, 2010** – With its huge increase in popularity year after year, the 2010 International Female Ride Day has officially received the endorsement of the Federation Internationale de Motocyclisme known by most as the FIM ([www.fim-live.com](http://www.fim-live.com)), the international body that governs motorcycle racing and activities around the world. “This is important recognition for International Female Ride Day” says Vicki Gray, the founder of the International Female Ride Day and of MOTORESS. “It shows that this event has succeeded in increasing awareness of women motorcycle riders in the broadest sense of the activity. We are so pleased to have the support of the FIM. Unquestionably, this will allow International Female Ride Day to reach a new summit of women rider participation”, Vicki adds.

This 4th edition of International Female Ride Day has also once again received the recognition of the Canadian Motorcycle Association (CMA), the national body representing the FIM in Canada. “The Canadian Motorcycle Association is proud to be a supporter and congratulates Vicki on the continued expansion of International Female Ride Day”, expresses CMA Chief Executive Officer, Marilyn Bastedo.

At its inception in 2007, the campaign became an immediate success as women embraced the concept and the chance to participate. International Female Ride Day “fever” significantly magnifies each year and 2010 expects to host more riders and participants than ever before. Canada, United States, Australia, England, The Netherlands, Greece, Italy, Poland, Israel, Qatar, Hungary, Switzerland, Denmark, South Africa - and numerous other countries who once again will be contributing to the campaign in compelling numbers.

Sport bike, cruiser, scooter, off-road, touring or competition, no matter what type or style of motorcycle interest, International Female Ride Day makes one simple request of women – Just Ride! Get on your bikes, be out there and be visible. The concept has assembled its power and participation in this simple, globally synchronized theme linking the chain of women through the shared activity of motorcycling. One day to celebrate and highlight the many numbers of women who share a passion for the sport. The fact that every rider participating is a role model for women, who have not yet taken their first step to enjoy motorcycling, is a role worth embracing.

“International Female Ride Day is truly gaining its popularity and following with all the support from motorcycle governing bodies”, adds Vicki Gray who also observes an increase of the recognition of the event amongst the motorcycle industry around the world. “The popularity of this event comes from its simple concept and focuses to the female rider; inviting women enthusiasts of all brands, styles and types of motorcycling to play a role. Additionally, the campaign gives the industry a huge

opportunity to share their support and get involved and making it incredibly easy to do so”, says Vicki.

Participants are invited once again to upload/send in their picture to MOTORESS in order to receive the 2010 souvenir. The first 100 images received by participants showing how they spent Friday 7 May will be eligible, along with the required form. Women are also welcome to post their photos on the International Female Ride Day group on the facebook.

The special edition 2010 Female Ride Day t-shirt is available again this year online. It’s seen as a collectible. “We hear from women who have made it a habit to purchase the t-shirt each year”, exclaims Vicki. This year the t-shirt is manufactured in natural bamboo and organic cotton fabric, the latest Ecco friendly trend.

International Female Ride Day is supported by: BMW MOTORRAD; DUCATI NORTH AMERICA; HARLEY-DAVIDSON; HONDA; HYOSUNG; KAWASAKI; KYMCO; PEUGEOT; SUZUKI; SYM; YAMAHA; ARAI; CANADIAN BIKER; CANADA SAFETY COUNCIL (CSC); CANADIAN MOTORCYCLE ASSOCIATION (CMA); DRAGGIN JEANS; FIM; INSIDE MOTORCYCLES; MOTORCYCLISTS CONFEDERATION OF CANADA (MCC); MOTORCYCLE MOJO; RIDE FOR SIGHT; WOMEN’S CUP CHALLENGE

For more online information about International FEMALE RIDE DAY, visit:

[International Female Ride Day](#)

[Facebook International Female Ride Day Event:](#)

### **ABOUT MOTORESS**

MOTORESS connects women with motorcycling through its strong global online community and magazine. MOTORESS engages women within the passion they seek in every aspect of their motorcycling lifestyle. Providing fun useful broad range content; “in the know” news, gear-style, technique, health, beauty and inspiration. MOTORESS headquartered in Toronto, Canada, is building the most feminine, friendly, vibrant motorcycle community for women anywhere online.

For more information visit [www.motoress.com](http://www.motoress.com)

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