

FOR IMMEDIATE RELEASE

Women Motorcycle Riders Prepare to Dominate Global Roads for 10th International Female Ride Day[®] Saturday 7 May

*Thousands of motorcycles powered by women gear up to “Just Ride!”
in a synchronized worldwide action.*

Toronto, Canada, 5 April 2016 – Passion and enthusiasm will fuel thousands of motorcycles piloted by women as they take to the world's roads on Saturday, 7 May for the 10th edition of International Female Ride Day[®].

International Female Ride Day[®] (IFRD) is a global ride day occurring yearly on the first Saturday of May. Across all cultures the event brings women together through the common platform of motorcycling no matter the form or style. The event highlights and profiles the many women who ride while shifting preconceived perceptions of motorsport for women.

IFRD has developed an ongoing momentum throughout its ten year rise building to activities for the one day synchronized ride day event. Serbia, Ireland, Canada, and India are on the long list of countries the world over joining in unison to “Just Ride!”[®] – the event's theme - on 7 May. The event ignites female rider camaraderie, builds awareness for motorcycling and inspires others to take up the sport. The world's largest women's motorcycle ride day and 10th edition will assemble motorcycling's diverse women riders across all borders, ages, brands, experiences and styles.

The significance IFRD plays in the lives of women riders and to the expansion of women and motorcycling has been a game changer to the activity. A decade ago women riders in countries such as Hungary, South Africa, or Australia to name but a few, were nameless. Through the calling IFRD has made to the planet's female riders and to the role of every woman enjoying motorcycling, an extensive network has been revealed of motorcycle aficionados. Clubs, and friendships have formed - history has been made (2008 saw the first ever group of women riders ride through the streets of Tel Aviv) all as a result of this phenomenal supported action led by women who ride.

IFRD continues to be a prime influencer to the global motorsport industry. Its popularity underlines the strength and importance of this market segment. IFRD has grown to be a platform through which the industry continues to speak and reach out to women riders.

IFRD makes one request of women - “JUST RIDE!” - get on your bikes, be out there and be visible. The decennial celebrations will set another record of the event's prominence as thousands of rider participants join in unity around the world. It continues to ride forward women's involvement in motorsport. A “movement” as it's often referred to - which has become not only unstoppable, but a must in every woman rider's agenda.

More information about International Female Ride Day© Visit:

[International Female Ride Day©](#)

[International Female Ride Day© Facebook.](#)

More events can be found via Facebook by doing a search under “international female ride day” or “Female Ride Day”.

About MOTORESS®

MOTORESS is the number one women's motorcycling lifestyle magazine in the world engaging its readers within the passion they seek in every aspect of their motorcycling lifestyle. From knowledgeable and inspiring moto reviews, riding tips, and gearstyle coverage - MOTORESS celebrates women across all moto-cultures. MOTORESS® International head office is located in Toronto, Canada.

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