



FOR IMMEDIATE RELEASE

Join the Worldwide Celebration of Women Riders: The 17th International Female Ride Day® is Fast Approaching!

Toronto, Canada (28 April 2023) – Get ready for the biggest celebration of women riders yet! The 17th edition of the International Female Ride Day® (IFRD) is just around the corner, taking place on Saturday 6 May. Women motorcyclists, motorsport, and powersport enthusiasts from all parts of the world are gearing up to join the global synchronized “just ride” celebration of women riders. This year's event is set to be the largest happening for women riders, for the 17th worldwide synchronized ride day.

IFRD is all about women riders celebrating their love of riding motorcycles and enjoying powersports. The event emphasizes the numbers of women who are passionate about these activities and encourages other women to take up the sport. Women riders in 120 countries are planning to join in and participate in rides, events, and activities that showcase their devotion and dedication. The day promises to be an exhilarating celebration of women riders, whether you're an experienced rider or new to the scene.

IFRD, created in 2007 by Vicki Gray, an accomplished motorcycle instructor, racer, and journalist with over 38 years of expertise advocating for motorcycling, - has grown in popularity over the years becoming a global movement with support from women riders, motorcycle manufacturers, and powersport organizations worldwide. Gray is thrilled to join and ride with the formidable female riders of Mexico for the 17th edition of this event. Mexico is a prevalent motorcyclist's destination with an ever-growing population of women riders who are shattering stereotypes and breaking barriers. The upcoming IFRD celebration in Mexico City will be a powerful testament of the growing popularity of

women riders. This momentous occasion will inspire more women to challenge the status quo and stake their rightful claim in these exhilarating and empowering pursuits.

The highly popular IFRD Photo Sweepstakes is back! Women are encouraged to seize their IFRD moments and capture them in photos to enter the IFRD photo gallery, preserving these cherished memories for generations to come. Complete details of the sweepstakes are found on the IFRD website. Women are urged to participate and share their one-of-a-kind experiences representing their regional culture, and viewpoints as female riders.

Do not miss the opportunity to join the largest gathering of women riders in the world. Find your local IFRD event or organize your own ride and celebrate women riders everywhere. Get ready to join the movement and experience the freedom and excitement of riding!

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About International Female Ride Day®

International Female Ride Day® is a globally synchronized ride day for women motorcycle riders and women powersport enthusiasts. Referred to as a “movement” by its participants, its call to action, “Just Ride!” asks women to be on their motorcycles or powersports vehicles on the first Saturday of May each year. Its mission, among several, is to that of building awareness, expanding female rider numbers, and for parity globally across all forms of motorsport and powersports. IFRD simultaneously encourages other women to take up the activity. The event is managed under the MOTORESS® canopy.

Official IFRD Partners Include: [Polaris Inc.](#); [Indian Motorcycle](#); [Can-Am BRP](#)

FOR MORE DETAILS VISIT:

[International Female Ride Day® Online](#)

[International Female Ride Day® on Facebook](#)

IFRD HASHTAGS: #internationalfemalerideday #ifrd2023 #ifrd #FocusFemaleForward

MEDIA FURTHER INFORMATION: (PDF format Media Release)

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