



2255B Queen Street E
Toronto Ontario | Canada M4E 1G3
info@motoress.com | www.motoress.com

FOR IMMEDIATE RELEASE

Women Riders Prepare for Worldwide Synchronized Action On 15th International Female Ride Day[®] Saturday 1 May

Toronto, Canada, 23, February 2021 – Women in over 120 countries, and six continents, prepare to take to roads, tracks, and trails on Saturday, 1 May for the 15th edition of International Female Ride Day[®] (IFRD). The globally synchronized women’s ride day invites women to “Just Ride![®]” highlighting female motorcycle riders and powersporters across all disciplines of the activity. The 15th edition will once again convey its important role and commitment to the advancement of women in motorsport and powersports.

International Female Ride Day[®] was established with several goals in mind. Its “Just Ride!” call to action unites women globally and makes normal and known, the diverse numbers of women enjoying motorsport and powersports activities. The synchronized action drives forward the importance of women being well represented across all disciplines of motorsport and throughout the Powersports Industry. IFRD also seeks to inspire other women who have not yet explored motorcycling or other forms of powersports, to learn to ride and obtain their license.

“IFRD is a pivotal happening and has compelled not only women riders but leading global motorsport associations, clubs and manufacturers to grow efforts toward representing women at all levels of the activity”, states Vicki Gray. “IFRD demonstrates through its global enormity and ever-increasing participant numbers that female riders continue to be a respected and essential component of motorcycling and powersports.”

During its decade and a half of action, IFRD continues to be the ongoing game-changer for the rising numbers of women in motorcycling, motorsports and powersports. Its founding concept to that of inviting women to participate and take ownership of the day, continues to reveal the countless numbers of women who ride, and drive gender parity forward in an activity which remains a prominently male domain.

Women plan to ride solo or within their own riding “bubble” with safety in focus. Participants are encouraged to enjoy the day within Covid-19 pandemic protocols. As in 2020, all participants have access to the complete Coronavirus guidelines and event planning tools on the IFRD website. These are provided as a supplement to any state, local, territorial, or tribal health and safety laws, rules, and regulations with which gatherings must comply.

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. Created in 2007 by Vicki Gray, a lifetime motorcycling advocate, road, and race instructor – with the purpose to profile and highlight the many diverse women enjoying the activity of motorcycling. Its mission, among several, is to that of building awareness and parity for women 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.

For more details visit:

[International Female Ride Day® Online](#)

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

On social platforms follow hashtags: #ifrd #ifrd2021 #internationalfemalerideday

###

MEDIA CONTACTS:

Ashley Miller: General PR/Communications International | info@motoress.com

Vicki Gray: Founder IFRD | Vicki@motoress.com | Telephone: +647.202.7112

Click Logo to Use

