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FOR IMMEDIATE RELEASE

Thousands of Women Around the World Ready to “Just Ride” For The 17th Edition International Female Ride Day® Saturday 6 May

It's not just a ride – it's a movement! Unified action fuses common passion with women rider enthusiasts for yearly synchronized action.

Toronto, Canada (22 February 2023) – Women motorcycle, motorsport and powersports riders prepare for an incredible day of camaraderie in one synchronized action for the 17th edition of International Female Ride Day® (IFRD). Saturday 6 May, the global “just ride” day celebrates the spirit of woman riders and spotlights women who ride. The event will be an exciting day for women everywhere!

IFRD is an inspiring movement created to bring together women riders from all walks of life to celebrate and boost female equity and shared solidarity among women in motorsport, motorcycling and powersports. The IFRD platform highlights and promotes its participants who equally enjoy connecting with other like-minded individuals. Whether solo or in groups, structured events, or weekend-long celebrations, IFRD takes place in 120 countries around the world.

The IFRD call to action “just ride” encourages female motorcyclists to get out there and be visible. By taking part women demonstrate first-hand the vast numbers of women who ride while breaking down stereotypes or preconceived definitions of female riders. IFRD provides an opportunity for women of all ages, backgrounds, and abilities to come together and celebrate their unified passions.

“Riding a motorcycle or a powersports vehicle is an exhilarating experience that can bring out your best self. IFRD gives woman riders a platform for recognition, support, and acknowledgement. I hope together we continue to create an inclusive community that celebrates female rider enthusiasts from all walks of life and encourages more women to get involved in the activity - to enjoy the experience without apprehension or judgement.”, states Vicki Gray, Founder

The IFRD sidebar theme, “Focus-Female-Forward” first introduced in 2021, continues to be a focal point for 2023. This initiative aims to keep women at the forefront while striving to promote female equity of all aspects of the motorcycling and motorsport industry.

This IFRD, please show your support and get ready for an incredible journey of friendship, passion, and accomplishment for the 17th edition.

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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. 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, 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 Social Platforms Follow Hashtags: #internationalfemalerideday #ifrd2023 #ifrd #FocusFemaleForward

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