

NEWS RELEASE

For Immediate Release

Women Motorcycle Riders Set To “JUST RIDE!” For Globally Synchronized Action on 12th International Female Ride Day[®]

On Saturday, 5 May, across all borders, cultures and on all forms of motorcycles, women around the world join together to “Just Ride!®” in universal action!

Toronto, Canada, 4 April, 2018 – The largest women’s motorcycling happening, International Female Ride Day[®] (IFRD) will see women riders take over the world’s roads on Saturday, 5 May for its 12th edition. Women motorcycle enthusiasts join in for the once-a-year global action to “Just Ride!®”. The day spotlights and promotes female riders of all ages, all styles, and all brands of motorcycling. IFRD can be enjoyed with a solo ride, a group ride, or with a few friends - either on or off-road. It is the most important, most unique occurrence for women in motorcycling on the planet!

Women riders continue to fuel IFRD’s synergy and its integral role in building friendships and camaraderie while simultaneously inspiring women to continue riding, or take up motorcycling. The 12th edition will once more see celebrations by renowned women’s motorcycle clubs, foundations, associations and individuals’ all taking their role to support IFRD’s global action for women in motorsport. There are weekend events, day events, off-road days, track days and national promotions all geared up in support of the first Saturday in May. Women will ride in unison, representing their country, culture and region. Canada, USA, Iceland, India, Australia, South Africa, Brazil, Caribbean, England, Germany, The Netherlands, Czech Republic, Hungary, Russia, Japan, China, Israel and many more take part.

A photo contest, the tradition of every IFRD, will take place again for 2018 (Details announced on the IFRD Facebook platforms). The limited edition official collectible t-shirts and merchandise are available online. The t-shirts have become treasured wearable statements worn by women riders on the day.

IFRD is a pivotal happening for women’s empowerment and equality in motorcycling. It continues to compel not only women riders, but leading global motorsport associations, and manufacturers toward representing women at all levels of the activity.

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About International Female Ride Day®

International Female Ride Day® (IFRD) is a globally synchronized ride day for women motorcycle riders. Now referred to as a "movement" by its participants, its action of "Just Ride!™" asks women to be on their motorcycles, scooters or trike's on the first Saturday of May each year. Created in 2007 by [Vicki Gray](#), a lifetime motorcycling advocate, road and race instructor - with the intent to profile and highlight the many diverse women enjoying the activity of motorcycling. IFRD was created to restate the fact that women are an existing motorsport demographic and have enjoyed motorcycling since its invention. IFRD equally inspires women to take up motorcycling, to meet other women riders while building camaraderie across all cultures around the world. International Female Ride Day® is managed under the MOTORESS® canopy. MOTORESS is the number one global online magazine and motorcycling resource for women who ride.

Additional Information - Logo - Images

[International Female Ride Day® Website](#)

Facebook Page: [International Female Ride Day®](#)

[2018 International Female Ride Day® T-shirts/Merchandise](#)

[2017 IFRD Photo Contest Entries](#)

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Download the 2018 International Female Ride Day Logo by Clicking on the Images below. Please view photo's online in our [slideshow](#). Contact us with any specific media needs: info@motoress.com



2018 Logo Black Background



2018 Logo White Background



2017 IFRD Photo Contest Winner



2016 IFRD Photo Contest Winner



2017 IFRD Nevada USA



2017 IFRD Croatian Coast, Croatia