

FOR IMMEDIATE RELEASE

Women Motorcycle Riders Around the World Unite For 11th Edition of Globally Synchronized International Female Ride Day[®]

Across all borders, cultures and forms of motorcycling, thousands of women join together to “Just Ride! [®]” in universal yearly action promoting women motorcyclists.

Tuesday, 18 April, 2017 (Toronto, Canada) – The world’s largest women’s motorcycling event, International Female Ride Day[®] (IFRD) has women preparing to take over the world’s roads on Saturday, 6 May for its 11th occurrence. Women unite within the unique global action of “Just Ride![®]” to highlight and promote female riders. Each participant is a role-model for women in motorcycling while representing their individual ride culture, city/region and country. The ride can be enjoyed alone, with a group; on or off-road. All forms of motorcycling join in. It is the most important happening for women in motorcycling - on the planet.

International Female Ride Day[®] demonstrates beyond its decade of action, the importance of its role to advancing women within the activity of motorcycling. For the 11th year women unite from - The Northwest Territories, Iceland, India, Australia, South Africa, Brazil, England, Germany, The Netherlands, Canada, United States, Czech Republic, Japan, and more.

IFRD has been a keystone for the ongoing rising numbers of women riders, which over the past decade has reportedly doubled in the United States alone. IFRD Founder, Vicki Gray’s request of women to be “out there and Just Ride!” in unison on one day, continues to reveal the countless numbers of women who ride. IFRD is a pivotal happening and has compelled not just women riders but leading global motorsport associations, manufacturers, etc. to grow efforts towards representing women at all levels of the activity. IFRD demonstrates through its global immensity and increasing participant numbers that female riders continue to be a respected and essential component of motorcycling.

For further information on International Female Ride Day[®] please visit:

International Female Ride Day Website: [International Female Ride Day[®]](http://InternationalFemaleRideDay.com)

[International Female Ride Day[®] Facebook.](https://www.facebook.com/InternationalFemaleRideDay)

About International Female Ride Day®

International Female Ride Day® (IFRD) is a globally synchronized ride day for women motorcycle riders. Its theme of “Just Ride!®” asks women to be on their motorcycles, scooters or trike’s on the first Saturday of May each year. Created by lifelong motorcycling advocate, road and race instructor - [Vicki Gray](#) in May 2007 with the purpose of highlighting and profiling women who enjoy the activity of motorcycling. Its mission is to that of building awareness of female motorcyclists across all cultures, borders and forms of motorcycling and encouraging other women to take up the sport. The event is managed under the MOTORESS® canopy.

About MOTORESS®

MOTORESS® is a global online magazine for women motorcycle enthusiasts; delivering an insider's guide to a woman rider’s total motorsport lifestyle and expression. Its content provides the tools to connect and inspire women to take charge of the handlebars -to chart one's own route and become her best self in motorcycling. With topics covering News, Gearstyle, Technique, Health & Beauty, and more, MOTORESS® continues to build the most feminine, friendly and vibrant motorcycle community for women anywhere. MOTORESS® International head office is located in Toronto, Canada.

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