



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

FOR IMMEDIATE RELEASE

15th International Female Ride Day[®] Gearing Up To Make An Impact That Matters For Women

International Female Ride Day[®] 1 May 2021 readying with solo rides, safe social distanced gatherings and women's "Just Ride!" meet ups for 15th global edition.

Toronto, Canada, 13 April 2021 – On Saturday, 1 May women riders around the world will take to their motorcycles, scooters, and powersports vehicles to “Just Ride!” for the 15th International Female Ride Day[®] (IFRD). The synchronized global ride day action makes an impact that matters for women as female participants in over 120 countries, and six continents join in the movement.

Since introduction in 2007, IFRD’s globally synchronized “Just Ride!” momentum continues to advance the importance of women being well represented across all disciplines of motorsport and throughout the Powersports Industry. The movement places a spotlight of the diverse participation of women already engaging in motorcycling and powersports while inspiring other women to learn to ride and obtain their license.

“It has never been good enough to accept that women face barriers. We can all play a part in enabling the success of women.” said Founder Vicki Gray. “IFRD has always provided an inclusive environment that fosters presence and accelerates kinship. Enabling and empowering women through motorcycling and as witnessed every IFRD - is not only the right thing to do, but essential to what matters for women, going forward.” said Gray.

#FocusFemaleForward

This year's 15th edition combines the theme #FocusFemaleForward placing emphasis on the IFRD goals. The theme encourages new women to ride while aiming to move women forward, in all aspects of the activity.

IFRD 2021 comes as the world continues to navigate the COVID-19 pandemic. Those taking part are encouraged to enjoy the day within pandemic protocols and follow guidelines for social distancing to protect against the spread of COVID-19. As in 2020, all participants have access to the complete Coronavirus guidelines and ride planning tools on the [IFRD website](#). You will also find ways to take part, helpful tips to ready your ride and photo inspirations from earlier years.

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.

IFRD Partners Include: [Polaris Inc.](#), [Triumph Motorcycles](#).

IFRD Supporters Include: [Can-Am | BRP](#); [Yamaha Motor](#); [Harley-Davidson Footwear](#)

FOR MORE DETAILS VISIT:

[International Female Ride Day® Online](#)

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

On social platforms follow hashtags:

#FocusFemaleForward #ifrd2021 #internationalfemalerideday #ifrd

MEDIA CONTACTS:

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

Vicki Gray: Founder IFRD | Vicki@motoress.com

Click Logo to Use

