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FOR IMMEDIATE RELEASE

Women Riders Prepare For 16th Edition International Female Ride Day[®] Saturday 7 May

International Female Ride Day[®] Saturday 7 May 2022 rev's up to take over global roads, tracks, and trails with "Just Ride!" synchronized action.

Toronto, Canada (9 March 2022) – On Saturday 7 May women riders will take to their motorcycles and powersports vehicles to "Just Ride!" for the 16th International Female Ride Day[®] (IFRD). Participants in over 120 countries, and six continents will join the globally synchronized women's ride day which highlights female motorcycle riders and powersporters across all disciplines of the activity.

Since the first IFRD in 2007, the once yearly ride day connects 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.

"We have all seen the benefits of women's inclusion in motorcycling – socially, economically, and politically. IFRD has continually offered an environment that fosters presence and accelerates kinship. Enabling and empowering women through motorcycling and as witnessed every IFRD - remains essential to what matters for women, going forward.", says Vicki Gray, Founder.

#FocusFemaleForward

The theme “Focus, female, forward.” and its #focusfemaleforward hashtag introduced in 2021 is carried forward for the 16th edition. The theme runs parallel with the IFRD call to action- “Just Ride!” Focus, female, forward emphasises female ride day goals, with the underlined aim of bringing women to the forefront in all related activities.

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](#)

[2021 International Female Ride Day® Photo Sweepstakes](#)

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