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Biker Article – May 2020

International Female Ride Day (IFRD)

As well as writing ride blogs for our Chapter I occasionally enjoy doing some research on motorcycle related subjects. With this I am also endeavouring to make our Chapter Hoggies the best informed bikers on motorcycle trivia! So read on to improve your biker IQ and enjoy this article about “International Female Ride Day”.

This article is based on research through Google and Google Images and includes 47 downloaded images. As a fellow motorcycle enthusiast I am sure you will find this to be an interesting read! This article is for entertainment purposes only.

International Female Ride Day (IFRD) is dedicated to rejoicing women on motorcycles and is celebrated annually worldwide on the first Saturday of May. The day spotlights and promotes female riders of all ages, and is not country, group or organisation specific, but is an all brands and all styles of motorcycles event which extends across all borders and cultures of the world. It's primarily neither a charity run, nor a contest but some organised rides do fund-raisers for chosen charities. It is the biggest ladies-only motorcycling event in the world.

International Female Ride Day is the sole creation of Toronto (Canada) resident Vicki Gray who started IFRD in the year 2007 as a way to raise awareness of female motorcyclists and to encourage more women to adopt and embrace the two-wheel lifestyle. It also marks a call to action for fast-tracking gender equality, awareness, acceptance, and respect for women in motorcycling. Gray describes it as “a global synchronized ride day for women, unified in the passion for motorcycling – across all borders and languages”.



Image 1 – Vicki Gray on IFRD in Toronto, Canada her home town.

Vicki has stated “Motorcycling is my life’s passion as well as my life’s work” and “IFRD provides a platform for women motorcycle riders to meet like-minded women with which to enjoy motorcycling”. She launched IFRD in Toronto, Canada in the year 2007, the only global women’s motorcycle ride event which has become the strongest women’s motorcycle movement in history.

IFRD began as a national event and instantly went global right from its inaugural year. It just caught fire and went across the border to the USA, The Netherlands, and Australia and it continues to spread its tentacles worldwide and is now in over 120 countries. It is a fixture in countries including France, England, Greece, Russia, Poland, Serbia, India, Hungary, Ireland, South Africa, Brazil, Bulgaria, the Caribbean, China, Colombia, the Czech Republic, Egypt, Germany, Iceland, Israel, Italy, Japan, Kuwait, Mexico, the Netherlands, New Zealand, Sweden, Thailand and in dozens of centres across the United States, including Alaska and Hawaii. And many more are being added to the list. Now more than a decade later, it has become permanently etched into every woman rider’s agenda for the first Saturday in May. Each year “the movement” continues to expand and grow to such an extent that it truly has a unique global status. It is the largest all inclusive, borderless campaign for female motorcyclists of its kind in the world. Since its inception, IFRD has been a great source of pride for female motorcyclists.

So who is this Vicki Gray you ask! Let's investigate her further.

Just looking at a few highlights of her accredited bio, Vicki Gray is a globally recognised motorcycling instructor, road racer (she raced in the Supersport 600 throughout Europe) and advocate for fun, safe motorcycling and founder of MOTORESS, the motorcycling lifestyle magazine. Her life is fully submerged in motorcycling and she's as passionate about the sport today as the day she first began to ride! She also co-hosted a television program for the Discovery Channel.

MOTORESS had its start in 1998 when Vicki Gray created the first ever online website for women in motorsport with the purpose to encourage greater awareness of women in motorcycling globally. MOTORESS is a global motorcycle resource for women providing on-line articles and workshops to encourage women, enhance skills and continue to expand the female riding community. MOTORESS has established itself as a world renowned motorcycling lifestyle community and motorcycle resource. MOTORESS supports, educates and encourages the motorcycle lifestyle through content that's relevant to women and to the riding enthusiast. MOTORESS provides an insider's guide to a rider's lifestyle helping you to get all you need to enjoy motorcycling to its fullest. MOTORESS.com is produced by Vicki Gray who is passionate about motorcycling, riding well, moto-news, motorcycling culture, and how it all fits into the life of the modern woman and rider.

Women motorcycle enthusiasts can subscribe to MOTORESS by going to motoress.com where they say "The more you know, the better it gets".



Image 2 – Vicki Gray, founder of IFRD.

Her passion for riding shows no limits with her having owned bikes of all kinds including 4-stroke, 2-stroke, off-road, cruisers, scooters and racers.



Image 3 – The mantra of the event is “Just Ride”! IFRD has been occurring for well over a decade and continues to grow in strength.



Image 4 – IFRD is always a globally synchronized action on the first Saturday in May and is in fact the world’s largest organized women’s motorcycling event. This is the 14th consecutive year of the ride and for the year 2020 it was to occur on Saturday May 2, BUT due to the current COVID-19 pandemic, it has been postponed for this year only to Saturday 22 August in the hope that by then we will have surpassed this pandemic. This is for the safety and health of all so as to not put anyone or their friends and loved ones at risk.

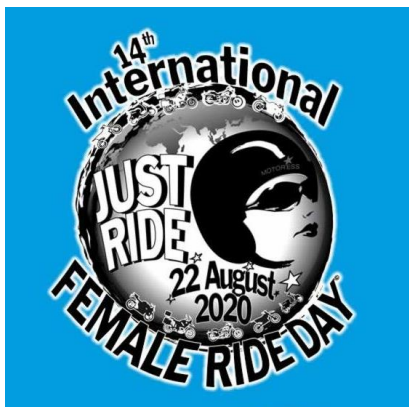


Image 5 – IFRD is far too important an action for women in motorcycling to not have it occur in 2020 so it has been rescheduled worldwide to Saturday, 22 August, 2020. Thus the globally synchronized “JUST RIDE” day should still go ahead providing the pandemic is by then controlled, contained and behind us.



Image 6 - Women feel a sense of empowerment and pure exhilaration in the freedom riding brings to their lives. Research shows that women find riding as a “form of therapy”; a way to break free from the pressures and obligations that so many women face today as working mothers, executives in business, care-givers, wives etc. Often women leave personal pleasure like motorcycling last on their list but the JUST RIDE day invites all women to join together on one globally synchronized day. The role and effect IFRD has played in encouraging women in motorcycling and expanding their numbers remains unsurpassed. IFRD continues to achieve respect and acknowledgement the world over while breaking down barriers for women. Due to its growing popularity, IFRD has now started to attract support from motorcycle manufacturers such as Harley-Davidson, BMW, Honda, Kawasaki, Suzuki, Yamaha, and Ducati – North America.



Image 7 – Motorcycles and sisterhood.

While we consider women to be equal to men when it comes to riding a motorcycle, we also recognize that women are still a minority in the sport, though continually growing in numbers. Their numbers are steadily increasing, and certainly more so in recent decades. Including pillion passengers, now nearly 25% of motorcycle users are women. Whether it is for spirituality, confidence, strength or community, the number of women motorcyclists is increasing year by year.



Image 8 – Here is a classic photo of women riders’ way back when. In those days there was little in the way of riding attire for women as you can see. And this photo also predates the common use of motorcycle helmets!



Image 9 – Toronto, Canada group in the IFRD event.

The IFRD JUST RIDE day is to promote and highlight women riders with their shared passion for motorcycling. It is all about riding in celebration, unity and support.

IFRD invites women to be on a motorcycle and it’s their choice what to do from there. To participate in IFRD you just need to ride on the ride day, anywhere in the world, be it on your own, with friends, as part of a special event, or rally, or fund raiser or just riding to work. This ride can be for an hour, an afternoon, or the full day, whatever! The day is free to make it as you wish – “JUST RIDE!” It isn’t surprising, however, that many organised rides have a charity fund-raiser theme. And you don’t need to register to participate, “JUST RIDE!” Many riders partner up with their local motorcycle dealership or just start a Facebook group to gather riders in their area.

As expected, there are many organised rides and meet ups, even huge local events initiated by different clubs, dealerships or manufacturers. Many such events take place around the world. You can decide to join in or just ride alone – it is totally your decision. How you enjoy your day is entirely up to you. The important part of IFRD is that you get out there and ride showing that woman riders are out there in force, in a synchronized ride! It is also important that this ride day is advertised as the IFRD and nothing else.

To participate you will obviously need access to a motorcycle (your own, or borrowed or rented) or even participate as a pillion passenger. Women of all ages and backgrounds are welcome.



Image 10 – Laureen Harper, Canada's first lady and wife of Stephen Harper the Prime Minister launches the fifth annual IFRD in 2012, the world's largest female motorcycling event. Laureen Harper herself enjoys riding her own motorcycle in her spare time. Stephen Harper was Canada's Prime Minister from 2006 – 2015.

Let's check out some advertising posters for IFRD!



Image 11 – I think this is Russian for IFRD in 2019.

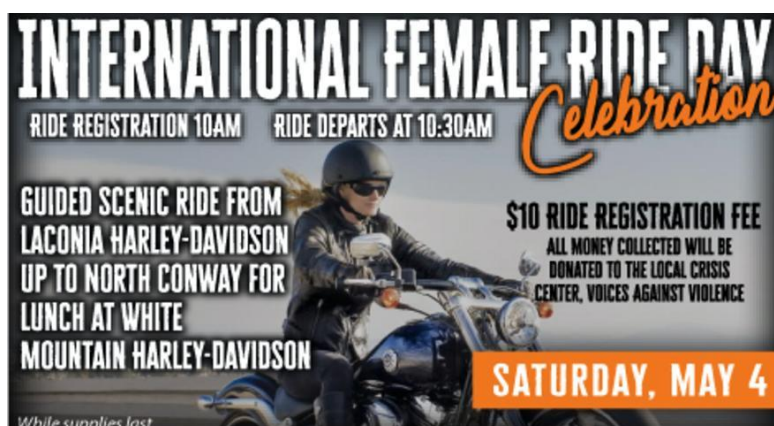


Image 12 – An advertising poster for IFRD in New Hampshire, USA in 2018. Harley-Davidson dealerships are often a meeting point for this ride.



Image 13 – Again a Harley-Davidson dealership in Sarasota, Florida is a focal point for a local IFRD.



Image 14 – I don't know what language this is but I bet it says International Female Ride Day and JUST RIDE!



JOIN US!

INTERNATIONAL FEMALE RIDE DAY

SATURDAY MAY 2, 2020




**REGISTRATION - 10AM
KICKSTANDS UP - 11AM**

International Female Ride Day (IFRD) is celebrated annually worldwide on the first Saturday of May. We are inviting all women riders in the Triad to join us this year on Saturday May 2, 2020. Registration begins at 10am with kickstands up at 11am for an hour-long police escorted ride. The ride will return to the dealership for light food and refreshments. Come celebrate with us!

RIDING HIGH HARLEY-DAVIDSON | 3036 NC HWY 68, HIGH POINT NC, 27265
RidingHighHarleyDavidson.com


Image 15 – North Carolina Harley-Davidson dealership offering a police escorted ride followed by light food and refreshments for the local IFRD.




INTERNATIONAL FEMALE RIDE DAY

2 MAY 2015


JUST RIDE!



EGYPT RIDE



Main Sponsor



Platinum Sponsor












Image 16 – IFRD in Egypt.



Image 17 – Advertisement for IFRD in Flemington, New Jersey, USA.

*Международный
День мотоциклистки*



Image 18 – I don't know what language this is either but it's got Just Ride + 2015 on it so it's for IFRD for sure!

Following are a bunch of photos showing women enjoying motorcycling on IFRD.



Image 19 – A meet point for a local IFRD.

This one day is devoted to all women motorcycle riders – women of all ages, of all riding experience levels, demonstrating their personal passion, pleasure and camaraderie through motorcycling. A fabulous component of the IFRD is the photo competition where you can share your JUST RIDE day moment. This has evolved to become a treasured part of the day and IFRD has now accumulated an extensive archive of photos of women riders through the years.

Following are some of these IFRD images.



Image 20 – IFRD in Edmonton, Alberta, Canada.

The catchphrase is "JUST RIDE" and each year on the first Saturday of May, thousands of women bikers all around the world do exactly that! Woman riders are very supportive of each other.



Image 21 – Women riders from Prince George, British Columbia, Canada on IFRD.



Image 22 – Women riders from Richmond, Virginia, USA on IFRD.



Image 23 – A group from the United Arab Emirates celebrating IFRD on the Dubai road.



Image 24 – Wind Sisters!

Passion and enthusiasm unite these diverse and proud women riders on IFRD.



Image 25 – Women breaking stereotypes in the motorcycle landscape on IFRD in Hyderabad, India. These women find a sense of camaraderie and trust in the group ride.



Image 26 – A group from Baluwatar, Himalaya



Image 27 – The world’s roads will again rumble on IFRD with women motorcyclists on 22 August this year.



Image 28 – Gal pals enjoying the kind of camaraderie that can only be found with IFRD. It provides a sense of community and strength. This ride day really seems to bring out the smiles in all concerned.



Image 29 – On the road from Dubai towards Al Ain on IFRD. This rider Dana comments “When I’m riding, I feel free, alive, and stronger”. Only recently Saudi Arabia lifted its widely criticized ban on women driving cars and motorcycles and Saudi women were quick to respond and join in on IFRD.



Image 30 – IFRD in Berlin, Germany 2019.

Girls rule the roads on IFRD.

Have you noticed the predominance of Harley's in the photos? That's one here too!



Image 31 – Nancy and Cecilia with their bikes on IFRD in Toronto, Canada.



Image 32 – IFRD in Egypt!



Image 33 – Here's another one! Harley-Davidsons appear to be very popular on IFRD. Harley-Davidson is much better in selling motorcycles to women than any other motorcycle brand. And IFRD is passionately supported by Harley-Davidson.



Image 34 – Alison Smith from Greater Victoria, British Columbia, Canada on IFRD.



Image 35 – A selfie from Lorrie S. of Surfside Beach, South Carolina, USA on IFRD.



Image 36 – Photo submitted by Bianca Tanuyan of Austin, Texas, USA for IFRD.



Image 37 – A selfie photo submitted to the IFRD photo contest.



Image 38 – Effie L. from Ohio, USA on IFRD.

That's a million dollar grin right there!



Image 39 – Amber Newens from Colorado, USA on IFRD.



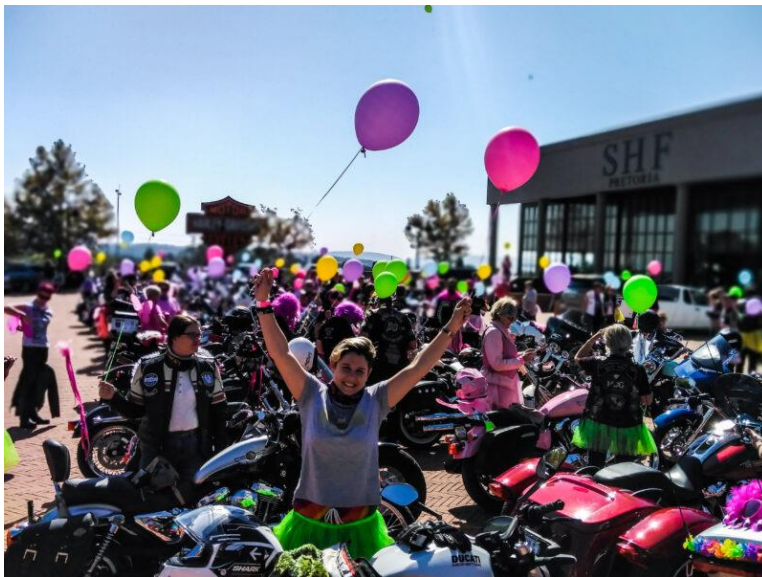
Image 40 – Elizabeth from New Jersey, USA on IFRD. The caption with this photo said “This is what age 65 looks like”!

And that’s another Harley!

And here are the 3 winning photos for the 2019 IFRD Photo Contest. A jury votes on the 3 finalists and the outright winner is decided by Vicki Gray.



Image 41 – In the selfie category is this mother-daughter image submitted by Lee H. of Texas, USA which captures the bonding through motorcycling.



In South Africa there are organised rides starting from each Harley-Davidson dealership in the country (there are 11). But it's not a Harley event – any female rider on any roadworthy motorcycle is welcome.

Image 42 – In the group photo category is this image entitled “Releasing the balloons on IFRD” submitted by Jacolene van der Merwe from Gauteng, South Africa. “The colours in her photo depict such happiness and celebration”.



Image 43 – Overall winning photo goes to Kat H. from Dubai clearly showing “the fun felt by all the participants”. That’s the Dubai desert in the background.

All contest winners will have their photos permanently published in the IFRD Fame Gallery to be enjoyed always.



Image 44 – As with other motorcycle events there is official merchandise available. Shown here are some nice examples:

This T-shirt with the iconic IFRD logo on it to help you commemorate your IFRD celebration.



Image 45 – A nice polo top.



Image 46 – All the official merchandise can be seen at motoress.com



Image 47 – Our HOG Chapter Sponsoring dealer Fraser Motorcycles of Concord has always been supportive of female motorcyclists. In fact they regularly run the “Ladies Garage Party” for the purposes of taking new and returning women riders through the basics of motorcycling in a very comfortable, stress-free environment. Here women are also introduced to the learner-legal Harley-Davidson models which have proven to be very popular to these women.

In relation to IFRD, Harley-Davidson Australia Marketing Coordinator Emily Munro advises that Harley-Davidson Australia does approve of its dealerships sponsoring this ride day at a local level. Further, our sponsoring dealer General Manager Abdul Muslu has agreed to support IFRD and suggested it be conducted by the “Ladies of Harley” division of our HOG Chapter. And our HOG Chapter Director Don Christou is also very supportive of this to take place so hopefully come August 22, a memorable IFRD with Frasers will eventuate. This event could for example be a meet and greet at Frasers followed by an organised ride with the Ladies of Harley Group. Final details to come.

I reiterate that IFRD is not an event run by Harley-Davidson but is organised by Motoress and they welcome all makes and models of motorcycles and encourage all women to participate. All enquiries should be made to info@motoress.com . Harley-Davidson Footwear already sponsors IFRD at a Global level.

I think this article should be quite inspirational to women riders and aspiring riders. And as you have seen, participation in IFRD brings joy and happiness to all involved because women motorcyclists are very supportive of each other.

Loved doing the research on this!

And remember, it's “JUST RIDE!”

Ride Safe

Sergio - Editor/Historian, NSW HOG Chapter