

Motorcyclists Confederation of Canada

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MCC selects charity for International Women Riders Congress and Festival

Markham, Ontario March 15, 2010 The Motorcyclists Confederation of Canada (MCC) announced today that Chrysalis, a shelter for women and children in Huntsville, has been selected as the event charity for the International Women Riders Congress and Festival (IWCF) being held at Deerhurst Resort in Huntsville, Ontario, August 11 to 15, 2010.

"MCC and its Women Riders Council (WRC) value making a contribution back into the community" says Peter Jacobs, MCC President. "Our event theme is *One World, One Ride*. This is a small way to demonstrate our commitment to making a positive difference in the communities in which we live, work and play. Huntsville has welcomed the IWCF and we are pleased to be able to give back."

To date, two on-site activities have been identified which will generate funds for Chrysalis:

- the sale of an art-nouveau collection of T-shirts which has been donated by Diva Rider Wear
- Meg's Ride, a ladies only charity trail ride being organized as part of the Ontario Trail Ride Series

Chrysalis offers both emergency shelter and rent- geared-to-income housing. In-house programs available at Chrysalis include: Child and Youth Support, Education Outreach, Court Support, Transition Housing Support Services and Outreach groups and other supports. In addition to the shelter, Chrysalis has 10 supportive transitional housing units for vulnerable women and their children.

The IWCF will feature networking opportunities, organized tours, educational programs, maintenance workshops, safety programs, a charity trail ride, skills challenges, demo rides and entertainment. Registration is open to both male and female participants.

The IWCF is presented by Honda Canada. The growing list of partners includes Open Road Insurance Program, BMW Motorrad, Canada, Motorcycle Mojo, Motorcycle & Moped Industry Council, Canadian National Sportsmen's Shows, Royal Distributing, Inside Motorcycles, Deeley Harley- Davidson® Canada and Spyder.

It has been endorsed by:

- MMIC (Motorcycle & Moped Industry Council)
- COHV (Canadian Off-Highway Vehicle Distributors Council)
- MRF (Motorcycle Riders Foundation)
- FEMA (Federation of European Motorcyclists' Associations}
- WMF (Women's Motorcyclist Foundation)
- WITW (Women in the Wind)
- WIMA (Women's International Motorcycle Association)
- Motor Maids
- Durham Divas

About the Motorcyclists Confederation of Canada: MCC is a national federation of rider organizations in Canada and serves the interests of all riders. Its purpose is to unite motorcyclists and preserve, protect and promote motorcycling. With more than 245 member groups, as well as individual members, the MCC speaks for tens of thousands of riders. Its Women Riders Council was formed in 2006 to address the specific interests of women riders in Canada. Website: <http://www.motorcycling.ca>

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