



## PRESS RELEASE

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### Polaris Adventures celebrates International Female Ride Day

*Polaris Adventures celebrates women riders & female participation in powersports through IFRD movement*

**MINNEAPOLIS (May 1, 2021)** — On Saturday, May 1, 2021, women from more than 120 countries will jump on their motorcycles, off-road vehicles and other powersports machines in support of International Female Ride Day® (IFRD). Polaris Adventures, a premium network of national Outfitter locations that provide off and on-road powersports experiences, has joined the mass IFRD movement for the second year and is proud to officially support and promote female ridership during a day of collective celebration.

Started in 2007 by avid motorcyclist, racer, instructor and journalist, Vicki Gray, this annual celebration recognizes the cultural, social and active lifestyles led by women in powersports and also serves as a meaningful call to action to accelerate gender equality, awareness and respect for women. Over the last 14 years since the launch of IFRD, female ridership has increased significantly, and the momentum generated on this one day alone helps to advance the future of powersports for all women.

“Women and powersports to me mean confidence and empowerment,” Kellie Wicker, from Summit Motor Sports All Terrain Rentals in Bozeman, Mont., said. “The sport has evolved so much over the years, and so have the amazing women that represent it. There’s nothing quite like making the first set of snowmobile tracks in a fresh powder field or reaching the top of a mountain right at sunset in your side by side. I know my experience with powersports has allowed me the confidence to reach places I never thought I could.”

With an expansive network of Outfitters, many Polaris Adventures’ locations are promoting and supporting IFRD individually, but on a larger scale, a select number plan to host an exclusive ride experience for invited media, influencers and brand ambassadors. Those participating locations include:

- Mad Moose Rentals, Hurricane, Utah
- California Coast Adventures, Paso Robles, Calif.
- Houston Slingshot Rental, Cypress, Texas
- Sedona ATV, Sedona, Ariz.
- Trailhead Adventures, Bluefield, Va.
- Side TRAX Rentals, Ferron, Utah

In addition to hosted rides, Polaris Adventures and the rest of the Outfitter network, are committed to helping raise awareness around the movement through social media efforts leading up to May 1 as well as throughout the day using the primary hashtags #internationalfemalerideday, #IFRD2021 and #focusfemaleforward.

To participate in IFRD along with Polaris Adventures, supporters are encouraged to celebrate the day by simply getting outside to ride – motorcycle or ATV, alone or together, a short jaunt or full-day adventure. For those with limited access to powersports, Polaris Adventures locations offer rental access to Polaris RZR, Slingshots and snowmobiles for a no-commitment experience.

To take part in the digital celebration, riders are also encouraged to share photos from their rides on social media using the appropriate hashtags to be entered into a global photo contest.

As always, Polaris Adventures encourages safe riding practices including utilizing appropriate safety gear, performing pre-ride vehicle inspections and following local CDC guidelines for social distancing to protect against the spread of COVID-19.

For more information about IFRD, visit the [IFRD website](#).

**About Polaris Adventures:** Polaris Adventures brings together a select network of Outfitters to provide premium ride and drive experiences at epic destinations nationwide. Creating safe, memorable, year-round adventures for all skill levels, Polaris Adventures offers worry-free half and full-day options for couples, families and adventure groups in state-of-the-art Polaris vehicles. Visit [adventures.polaris.com](http://adventures.polaris.com) to learn more.

**About IFRD:** International Female Ride Day is a globally synchronized ride day for women motorcycle riders and women powersports 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.

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