WE ARE WOMEN HEAR US ROAR:
WOMEN’S COALITION OF MOTORCYCLISTS ANNOUNCED
First-Ever Unified Group Poised Specifically to Grow Women in Motorcycling

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LINCOLN, NE – 2/20/2013 – Susan B. Anthony once said “The bicycle has done more for the emancipation of women than anything else in the world. It gives women a feeling of freedom and self-reliance. I stand and rejoice every time I see a woman ride by on a wheel...the picture of free, untrammeled womanhood.”

Truer words could not be spoken about the modern day bike – the motorcycle.

Women On Wheels® is excited to announce that it has joined forces with American Motorcyclist Association (AMA), Mad Maps, Motor Maids, Inc.; Pro Convention, Women’s International Motorcycle Association USA (WIMA USA); Women in the Wind; and the Women’s Motorcyclist Foundation, Inc., to form the Women’s Coalition of Motorcyclists (WCM).

There are over 28 million female riders according to the Motorcycle Industry Council. The Women’s Coalition of Motorcyclists is uniquely poised to leverage this vast community to create more visibility and opportunities for female riders, of all ages, classes, ethnicities, and racial groups. Through education, outreach and promoting a positive image of motorcycling, WCM’s vision is to grow female ridership 20% by 2020.

“Women On Wheels has been proudly promoting the lifestyle of motorcycling for over 30 years,” says President, Cris Baldwin. “Our members are as diverse as the motorcycles they ride, but one thing we all have in common is a love of riding and the desire to share our passion by welcoming female riders into our sisterhood. Our involvement with the Women’s Coalition of Motorcyclists will provide new opportunities to introduce motorcycling to untold members of women, men and children.”

“The task of cultivating more women riders is of crucial importance,” advises American Motorcyclist Association first ever female chairman of the Board of Directors and long-time WOW member Maggie McNally. “Knowing the influence women have on household budgets and the use of recreational time makes our involvement in motorcycling critical to the overall health of motorcycling and the motorcycle industry.”

There are multiple and flexible ways for individuals, organizations and the motorcycle industry to become involved. For more information, contact Sue Slate at the Women’s Coalition of Motorcyclists, sueslateWCM@gmail.com or Cris Baldwin, President of Women On Wheels, cris@womenonwheels.org.

About Women On Wheels®: Founded in 1982 Women On Wheels® serves to unite all women motorcycle enthusiasts, whether they ride their own machine, are motorcycle passengers or enthusiasts, or future motorcyclists. Women On Wheels has over 1800 members located throughout the United States, Canada, and several other countries. www.womenonwheels.org

About The Women’s Coalition of Motorcyclists: WCM is dedicated to creating and growing a diverse culture of respect through awareness, advocacy and education, while preserving a positive image of female motorcyclists and increasing the participation of females in all aspects of motorcycling.