



FOR IMMEDIATE RELEASE

MAY IS MOTORCYCLE SAFETY AWARENESS MONTH

Introducing our RIDERS FOR LIFE campaign

Motorcyclists Confederation of Canada (MCC) Media Release, April 31, 2024

Forest, ON: Motorcycle enthusiasts across Canada are gearing up for the annual Motorcycle Safety Awareness Month this May, led by the Motorcyclists Confederation of Canada (MCC). This year, we have entirely redesigned our messaging under the banner of Riders for Life. The campaign aims to highlight both the love for riding and the collective responsibility for promoting and adhering to motorcycle laws and safety.

Geoff Jilg, MCC President, expressed, “With spring in the air, motorcyclists are eager to hit the roads and trails once again. It's imperative to remind riders of all levels and other road users of the critical importance of safety. *#RidersForLife* embodies our commitment to fostering a culture where safety is paramount, ensuring everyone can enjoy the ride responsibly and do so for a lifetime.”

Resources for Riders For Life can be found on the MCC website (motorcycling.ca), where all assets, including logos and images optimized for Facebook and Instagram, are now available in English and French.

Our Sport Is Growing

As of 2022, Canada boasted approximately 852,300 on-road and off-road motorcycles. This surge in interest underscores the need for a renewed focus on safety. Targeting new and returning riders and promoting essential safety practices such as training, skill development, and adherence to safety gear protocols is crucial.

Tips for Better Riding and Driving

Motorists are urged to participate in the safety dialogue by adopting the mantra of “Riders For Life.” With May marking the beginning of peak riding season, increased road vigilance is crucial. Simple actions like double-checking mirrors and blind spots, giving extra space to motorcycles, and heightening awareness of fellow road users can significantly enhance safety for all. Our website offers a variety of valuable resources available to motorcycle riders, including primary and advanced training options from certified instructors and schools.

If you haven't ridden your motorcycle for a while, seeking advice and tips from experienced riders is a good idea. They are generally very generous with their knowledge and can remind



you that during the early spring season, roads may have gravel, debris, and grass clippings, making it harder for you to corner, brake, and stop safely. Therefore, it is critical to wear the right safety gear and appropriate clothing, commonly referred to as ATGATT (All The Gear All The Time). Join the movement this May and beyond as we pledge to uphold safety as an integral part of the riding experience. Let's make #RidersForLife a successful campaign and a way of life on the roads.

About the Motorcyclists Confederation of Canada

Since 2004, the Motorcyclists Confederation of Canada has been dedicated to promoting the interests of riders and racers across Canada. MCC fosters the growth of affiliated organizations and advocates for the vibrant motorcycling community with transparency and accessibility.

Our communication extends to various stakeholders, including government officials, politicians, communities of interest, and the media, ensuring our perspectives are heard and acted upon. Through strategic alliances with member organizations and international partners, we establish a robust and respected presence for Canada within the global motorcycling landscape.

For more information:

Visit motorcycling.ca or contact generalmanager@motorcycling.ca

Follow us on social media:

Facebook: @MotorcyclistsConfederationCanada

Twitter: @MCC_Riders

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Hashtags for 2024:

#RidersForLife

#MotorcycleSafetyAwarenessMonth

#MotorcyclingSafety

#WatchOutForEachOther

#SoYouCanRide