

MCC honoured with *Motorcycle Award of Excellence (MAX) for Motorcycle Organization*

Markham, Ontario January 19, 2010 The Motorcyclists Confederation of Canada (MCC) is pleased to announce that it was the recipient of the MOTORCYCLE AWARD of EXCELLENCE (MAX) for Riders in the Category: Motorcycle Organization at the North American International Motorcycle Supershow on Saturday, January 16, 2010.

The award was presented in recognition of MCC's sponsorship and organization of the International Street Party at the American Motorcyclist Association's (AMA) International Women & Motorcycling Conference held in August 2009. Liz Jansen, MCC Board Chair and past chair of MCC's Women Riders Council (WRC) and Peter Jacobs, MCC President accepted the award on behalf of the organization.

"MCC and our WRC were thrilled to collaborate with the AMA on a premier International event", states Peter Jacobs, MCC President. "Not only do such initiatives strengthen relationships, they further strengthen the motorcycling community, leverage collective experience and create synergy. This benefits all riders."

MCC recently announced that it would hold its inaugural International Women Riders Congress & Festival (IWCF) Aug. 11-15, 2010 at Deerhurst Resort in Huntsville, Ontario. "Our involvement with the AMA conference was the impetus for MCC to host a Canadian event this summer and build on the momentum that was generated in Colorado" says Jansen. "AMA has been very supportive in helping us launch our own event."

The IWCF will be educational and festive - featuring networking opportunities, organized tours, educational programs, maintenance workshops, safety programs, a charity trail ride, skills challenges, demo rides and entertainment. "With a theme of *One World, One Ride* there will be a focus on riders as leaders and role models in advancing positive change" adds Jansen. "The program will appeal to both women and men riders from all disciplines and experience levels."

The IWCF is presented by Honda Canada. The growing list of partners includes BMW Motorrad Canada, Motorcycle Mojo, Motorcycle & Moped Industry Council, Canadian National Sportsmen's Shows, Inside Motorcycles 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)
- 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>

Motorcyclists Confederation of Canada

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