



Contact:
Motorcycle Industry Council
Media Relations
(949) 727-4211, ext. 3027

Congressional Motorcycle Safety Caucus Co-Chair, Representative Giffords Encourages Motorcyclists to Participate in Ride to Work Day

Also Highlights Motorcycle Safety

Washington, D.C., June 11th, 2009 – Congressional Motorcycle Safety Caucus Co-Chair, Representative Gabrielle Giffords (D-AZ) released a video message encouraging all motorcycle riders to participate in Ride to Work Day on June 15th. She also calls for all road users to act responsibly and to ride or drive safely, every day. The video can be viewed at http://www.youtube.com/watch?v=0_wmsaXJKp0 or at www.mic.org.

In the video, Giffords states, "I encourage all motorcyclists to participate in Ride to Work Day on June 15th. For the 18th consecutive year riders from across the country will use Ride to Work Day as an opportunity to showcase the benefits of riding motorcycles."

Ride to Work Day organizer, Andy Goldfine stated, "Ride to Work Day is the largest event in motorcycling, by number of participants. A firm number is impossible to generate, but an estimated one million riders commute on Ride to Work Day. Ride to Work Day encourages employers and government officials and the general public to be more aware that riders come from all occupations and walks of life, and that riding motorcycles and scooters is a social good."

Giffords also says in the video, "As someone who has been riding and racing motorcycles for over 20 years, I understand that there are many reasons to ride, but one is simple economics: motorcycles offer a more fuel efficient—and cheaper way—of getting around. Better fuel mileage not only saves money at the pump, it is better for the environment. I am proud that, as a motorcyclist, I can leave a smaller footprint on our earth by riding my motorcycle."

The video also highlights motorcycle safety with Giffords saying, "All road users share a responsibility to ride or drive respectfully." She encourages motorcyclists to "get trained and licensed, obey traffic laws, avoid mixing riding with alcohol and wear proper, motorcycle-specific safety gear." And she asks other motorists to "be aware that motorcyclists also use the road."

-more-

Representative Giffords on Ride to Work Day - Page 2

Duane Taylor, the Motorcycle Industry Council's Director of Federal Affairs stated, "MIC would like to thank Representative Giffords for her continued commitment to motorcyclists and their safety."

The Congressional Motorcycle Safety Caucus is a bipartisan group of Members of Congress committed to improving and advancing the safety of motorcyclists.

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues.

It is a not-for-profit, national trade association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as publishing companies, advertising agencies, insurance firms and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office adjacent to Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914.

###