

2010 WROAR Ride Press Release
WROAR: **Women Ride Out Against Rape**

2010 WROAR Ride: Sunday, June 13, 2010

- **Who:** The WROAR Ride is open to riders of all genders on all types of motorcycles, scooters and trikes.
- **What:** This year it's a Treasure Hunt! Riders will be awarded points for reaching locations on a pre-mapped route.
- **When:** Sunday June 13th 2010 - 10 a.m. to 4 p.m.
- **Where:** Morningside Park, Scarborough, Ontario, south of Hwy 401 on the west side of Morningside Ave. between Ellesmere Road and Lawrence Ave E.
- **Why:** To raise awareness about violence against women and to raise funds for the TRCC/MWAR. All funds raised go to support the Toronto Rape Crisis Centre/Multicultural Women Against Rape (TRCC/MWAR).

About the TRCC/MWAR

The Toronto Rape Crisis Centre has been providing 24-hour confidential crisis counseling for survivors of sexual violence for 36 years. It also provides educational programs and other services, supported by the grass roots fundraising efforts of women such as the 'WROAR Riders.'

What is the WROAR Ride?

Now in its 6th year, the WROAR Ride is an annual motorcycling charity event organized by women to raise funds for the TRCC/MWAR. WROAR riders are proud to have raised \$28,500 over the last five years to support the counseling and educational programs of the TRCC/MWAR.

Why should you care?

The image of a woman on her motorcycle conveys an impression of freedom, independence and strength that many women value, even those who don't ride. Such an image provides a startling contrast to the loss of control and fear associated with sexual violence.

“This is a once-a-year opportunity for riders to get together and support our centre's mission to help women in crisis,” says TRCC/MWAR coordinator Deborah Singh. “All of us know someone who is a survivor of sexual violence. It's a great way to support them and at the same time meet other women who ride. Please mark the date June 13th in your calendar.”

How can participants help?

Our goal for 2010 is to have 150 riders raise \$100 each for a total of \$15,000. We'll be giving special rider goodie-bags to all riders who raise \$100 or more in pledges, and we'll have great prizes for top fundraisers too, including a certificate for a Technical Rider course from the Rider Training Institute.

WROAR riders can raise donations using pledge sheets downloaded from the website (<http://www.wroar.com/pdf/WROAR-2010-Rider-Pledge-Form-1page.pdf>) or by registering a giving page for online WROAR donations at Canada Helps: <https://www.canadahelps.org/Login.aspx?ReturnUrl=%2fGivingPages%2fManag e%2fMyGivingPages.aspx>

Riders who are unable to reach their goal of \$100 in pledges are still encouraged to participate. No one will be turned away and all donations (even Canadian Tire money!) will be accepted. Those bearing pledge sheets short of \$100 will just miss out on the great goodie-bag treats. If you want to raise money for the centre but don't have a motorcycle, all donations will be welcome, whether you participate in the Treasure Hunt or not.

Media interview and photo opportunities

We invite the media to join us. This is a rare opportunity to photograph a large number of women riders in one place, and an opportunity to talk to women with a wide range of motorcycling experience. If you want to talk to someone from the centre about the important work they do, or talk to women about why they ride or why they support this event, please contact us and we will try to arrange for someone to talk to you.

Members of the media who would like to accompany riders on the Treasure Hunt to take photographs are asked to let us know 24 hours in advance so we can arrange to embed you with a group. Riders will be departing between 10 am and noon and rolling back into the park to hand in their ride sheets between noon and 3 p.m., which is also when lunch will be served. Prizes and awards and Top Fundraisers will be announced starting at 3:30 pm.

Information and contacts

Media Inquiries: please contact media@wroar.com or call Liz Metcalfe at **647-505-2915**

Media staying for lunch: please contact webmistress@wroar.com

Ongoing updates about the WROAR Ride: please visit www.wroar.com

More information about the TRCC/MWAR: please visit www.trccmwar.ca