

**Ride Smart to Ride Again Campaign Aims
to
Keep Riders Safe**

Toronto, ON April 29, 2016 – The Motorcyclists Confederation of Canada (MCC) is thrilled to announce the start of *Motorcycle Safety Awareness Month* which runs annually from May 1st to May 31st to promote a better and safer riding experience for all.

“Motorcycling is a great sport and recreational activity and riders can do a few simple things like riding sober, keeping their speed in check and riding according to their abilities,” said MCC Chair, David Millier. “It’s also important to remind motorists that motorcycles are back on the road so motorists use extra caution and look twice when making left hand turns.

And when having fun on the trails, riding with a friend and having a plan is key to a having a great day of fun.

For 2016, MCC has launched *Ride Smart to Ride Again* to raise awareness about the importance of safety as the motorcycling season gets underway.

The recreational motorcycling community in Canada is made up of both on-road and off-road riders. The *Ride Smart to Ride Again* campaign asks riders to take these actions to help them come home safe:

- Ride Sober
- Be Alert for Left Turning Vehicles
- Watch Your Speed
- Make a Plan, Be Prepared, Share the Plan
- Build Skills and Confidence, Take a Course

“We want everyone to have a great and safe riding season in 2016”, said Millier. “May is a time to redouble our safety efforts, celebrate the many benefits of motorcycling and remind other motorists to keep an eye out for us.”

The Motorcyclists Confederation of Canada (MCC) is the national not-for-profit advocacy organization for the promotion of motorcycling safety and interests.

For more information on the *Ride Smart to Ride Again* campaign, visit www.motorcycling.ca/ridesafe and stay connected with the campaign by following along on [Twitter](#) and [Facebook](#) for updates, events and safety tips!

Artwork Link: [Media Kit](#)

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Backgrounder

Messages for Key Audiences

Messages for Off-Road Riders

- **Make a plan, share the plan:** Before you ride make a plan that includes where you are going and when you expect to return then make sure your family and friends are aware of your plan in case they need to come looking for you. Bring your mobile phone.
- **Ride with a buddy:** In the event of a crash or breakdown having someone with you to provide assistance could make the difference between life and death.
- **Wear the right gear:** Think about the weather and terrain you'll be riding in and make sure to wear proper gear including a helmet, eye protection and body armor.
- **Set an example when you ride:** Peer pressure and a little common sense help ensure that off-road riders have safe places to ride in the future. Conduct yourself the way you want to see others conduct themselves.
- **Build skills and confidence, take a course:** Education and training is available for new riders who want to get into off-road riding or to improve their skills.
- **Start them off right:** Young people should have direct adult supervision and should only ride size and age appropriate motorcycles.

Messages for On-Road Riders

- **Ride sober.** Impaired driving kills. Period. As with so many other forms of driving, drugs and alcohol severely impair judgement and reaction time leading to serious injury and death. There's never a good excuse to toke or drink before operating a motorcycle or any other motorized vehicle.
- **Watch your speed.** Speed kills: Yes, motorcycles are fast but that does not give you permission to disregard speed limits or to overlook their responsibility to ride according to traffic, weather conditions or your ability.
- **Riding at night takes extra care:** Darkness makes it more difficult for other motorists to see you and it makes it more difficult for you to anticipate dangers. Be extra alert at night and slow down.
- **Wildlife is a fact of life:** Wild animals like deer, moose or elk are unpredictable and are especially dangerous when they step out on the road in front of a motorcyclist. Keep your speed down in areas where wildlife are common and if you spot wildlife use extra care.

Messages for Motorists

- Share the road: Motorcyclists have just as much right to use the road as you.
- Be alert: Motorcycles are smaller and harder to see than other vehicles you share the road with. Put your phone down, follow all distracted driving laws and take the extra time to watch for motorcyclists
- Check your blind spots: It's hard enough to see cars and other vehicles when looking in your mirrors, always shoulder check before making a turn or changing lanes.
- Left turns at intersections are tricky: Motorcycles aren't always easily visible in oncoming traffic. Look twice and be sure that your way is truly clear before making that turn.

About Motorcycling in Canada

According to a major socio-economic study of motorcycling in Canada, direct and indirect expenditures on recreational motorcycling were \$2.68 billion in 2014. Here are some other quick facts about the impact of our sport and the contributions made by motorcyclists:

- \$332 million a year goes to Canada's three levels of government in the form of taxes to support valuable public services including the building of roads, health care and education. (\$118 million federal, \$167 million provincial and \$47 million municipal).
- Based on the widely accepted Regional Economic Model Inc. (REMI) methodology it is estimated that recreational motorcycling will meet or exceed \$4 billion annually between 2020 and 2040.
- At least 17,500 Canadians are currently employed in motorcycling-dependent jobs with the number expected to increase to between 20,000 and 23,100 between 2020 and 2040.
- There are 708,700 people participating in recreational motorcycling in Canada.
- Recreational motorcyclists raised and made \$13.2 million in charitable donations in 2014.
- Motorcyclists are your neighbours. They are everyday people from grandmothers and grandfathers to youth and young adults; they are skilled professionals and factory workers; some people ride alone while some ride with family and friends. From a purchasing power perspective, motorcycling families typically have higher than average household incomes.