

DIVERSITY+



By Alisa Clickenger

DIRTY FOR GOOD

DIRTY for GOOD" is the first of a series of multi-day, female-focused off-pavement riding camps in the Eastern portion of the United States. Organized by the Women's Motorcyclist Foundation, Inc. (WMF), the dates for WMF's first camp are August 7-12, 2019. Working in conjunction with Xplor-International Off-Road Training Centers and SheADV, DIRTY for GOOD will provide four days of professional dual sport training, starting with closed range exercises and then moving out to situational training on the trails.

"We were inspired by the Backcountry Discovery Routes moving to our side of the country," says WMF co-founder Sue Slate. The Mid-Atlantic Backcountry Discovery Route (MABDR) is going to bring a lot of attention to dual sport riding on the East Coast. "We have always known that there is good dual sport riding here, but a lot of people don't actually know about it... yet," she adds. "We want to help promote the MABDR and at the same time offer more opportunities for dual sport training East of the Mississippi."

Sue Slate and Gin Shear formed the Women's Motorcyclist Foundation, Inc. (WMF) more than 30 years ago. Originally formed as a way to bring female motorcycle riders together, WMF hosted its first event in 1984. Billed as the 'Women's Motorcycle Festival,' that event was designed to provide a multi-day, economically feasible, fun-filled learning environment. In the intervening three decades WMF has grown and morphed in the scope of its events, expanding to nationwide relays and now dual sport events.

For many years, WMF was the only organization of its kind based on the intention of bringing women riders together. By 1991, female-focused national and international motorcycle clubs were gaining traction and providing many of the same

types of mentoring activities that WMF had been offering at its festival venues. Sue and Gin began to make plans for a new way to inspire women to join the ranks of motorcycling and began a series of cross-country relays to raise both the awareness of motorcycles as well as breast cancer.

In 1993 Sue and Gin organized their first dual sport event, a ride to the Arctic Circle which raised \$25,000 for the Susan G. Komen Foundation (now Komen for the Cure). With that event the direction of WMF changed. Throughout years of Pony Express nationwide relays, to their first dual sport fundraising adventure in Colorado, they focused more and more on fundraising events for cancer cures.

While some might think that putting together fundraising events for more than 30 years and raising more than \$2.5 million would be a great place to call it done, Sue and Gin see it as a beginning. DIRTY for GOOD is an opportunity for riders to develop and hone their adventure riding skills while making worthy charitable contributions. "We knew we had a good template from having done our first dual sport event in 2009 as well as the dual sport camp in Hollister. So, we retooled the template and invented DIRTY for GOOD," Sue explained.



Steph Terrein and Sue Slate





After concluding their fundraising for Breast Cancer, WMF decided to focus its full attention on off-road motorcycle riding with three new fundraising initiatives. Their program provides great potential for introducing females to off-road riding as well as the creation of multi-generational families of dirt, dual sport and adventure riders.

Registrants must raise a minimum of \$300 for the Women's Motorcyclist Foundation's three initiatives. The split is 50% to Final Salute, a Female Veterans Organization which helps women veterans with their transition to civilian life; 25% goes to the Women's Coalition of Motorcyclists' "Train-The-Female-Off-Road-Trainer" Scholarship fund, and 25% to Youth Off-Road Rider Training scholarships for those 17 years old or younger.



While the DIRTY for GOOD program is female-focused, they are not excluding men, dealers or OEM sponsors! In fact, Scorpion gear has already been donated for the Military Scholarship winner at the 2019 Dual Sport Camp. WMF is a 501(c)(3)... See sidebar for sponsorship opportunities.

While there are no exclusions, there are some restrictions for safety reasons. Registrants must have a motorcycle endorsement on their licenses along with a suggested 500 miles of recent riding. Additionally, riders must have the health, strength, stamina, agility and balance to be successful riding in the dirt and on trails.

To register for the camp online, visit <https://womensmotorcyclistfoundation.org/dirty-for-good-registration/> 



Expanding DIRTY For GOOD

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." ~ Margaret Mead

WMF is looking to acquire new or used small displacement bikes on the East Coast, either donated or deeply discounted. They are also looking for donations of clutch and brake levers, front and rear inner tubes, model-specific protective accessories such as skidplates and hand guards, helmets, goggles and chest, elbow and knee protectors in all sizes.

PREMISE:

The base of life-long motorcyclists is shrinking. Multi-generational growth in ridership is needed for sustainability of the motorcycle industry as well as the broad spectrum of motorcycling communities.

Females control the budgetary decisions in 80% of households in the United States. This greatly effects the use of discretionary funds and the use of recreational time. Growing the base of female dirt & dual sport riders will create more female friendly motorcycling advocates.



For more information, visit: <http://bit.ly/DirtyForGoodWMF> 