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FOR IMMEDIATE RELEASE

June 11, 2014

23RD ANNUAL RIDE TO WORK DAY

BROOKLYN, NY – International Ride to Work Day is on Monday, June 16th, 2014.

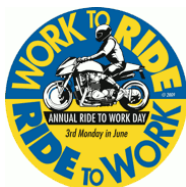
International Ride to Work Day is a global event that aims to raise local awareness of the benefits that motorcycles and scooters have on the road. Participating countries include the United Kingdom, Germany, France, Russia, Israel, Turkey, Brazil, Ecuador, and the Philippines.

The American Motorcyclist Association (AMA) estimates that on Ride to Work Day 2013, the number of riders on some roads more than tripled. The AMA also states that motorbike riders reach their destinations up to 20% faster than drivers. The average one-way commute in the U.S.A. is 25.5 minutes according to a 2013 study conducted by the US Census Bureau.

The first annual Ride to Work Day event was in 1992 after the idea was proposed in the May 1992 issue of *Road Rider* magazine. The magazine is now titled *Motorcycle Consumer News*, and the event continued to grow informally every year until 2001 when Ride to Work, a non-profit organization, was formed to help organize and promote Ride to Work Day.

Diane Howells, owner of Motorcycle Safety School says that, “Ride to Work Day reminds the general public that motorcycling is a time– and fuel efficient— mode of transportation. It’s also a great way to start and end your work day.”

Motorcycle Safety School is offering a free MSF Introductory Motorcycle Experience course to any interested reporter or publication author in order to experience the importance of receiving proper education. **To redeem this offer or inquire about more information**, please contact Audrey Tse at (718) 599-1079, or email atse@ridemss.com.



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