



Since 1999, the #1 Motorcycling Resource for Women and Those Who Ride With Us

August 29, 2024

Hello new and regular subscribers. This newsletter is our way of sharing articles and news recently posted on [WomenRidersNow.com](https://www.WomenRidersNow.com) (WRN). Please forward this to your friends and [encourage them to subscribe](#) so they can stay in the know too!

As we surpass the dog days of summer, hopefully the oppressive humidity and heat has subsided for you. Late summer is perfect for donning your [favorite riding gear](#) and enjoying more fun motorcycle rides with your riding buddies no matter where you live.



Don't have a riding buddy? WRN founder, [Genevieve Schmitt penned this article](#) years ago with several great ways to find some. Still relevant today, one of her tips includes going to a motorcycle rally or event. Going alone might feel scary or intimidating, but there are plenty of [women-only motorcycling opportunities](#) where you'll be able to meet like-minded lady riders just like you!

The [Athena Ride for Women](#) is one such event in Ohio that I attended a couple weeks ago for the first time. Its mission is to raise money for a local charity for survivors of domestic violence, but it's a valid full-featured women's motorcycling event. This photo shows me and the 2024 Honda Gold Wing DCT I borrowed for my 2,000-mile trip to and from the event. What a great ride!

I met lots of new friends at Athena, some who had ventured to Ohio solo and others who were part of one of several [women's riding clubs](#) represented there—another great way to find riding friends. Though my trip was cut unexpectedly short, I had enough time in and around Athens county to know that there are lots of fantastic roads to enjoy on two and three wheels. I can't wait to go back. Save the date...next year's Athena Ride for Women will be July 30–August 2, 2025. We hope

to see you there!

Ride safely and with love,

Tricia Szulewski, Editor | WomenRidersNow.com



~ Motorcycle Industry News ~

New President Elect—Christy LaCurelle

One woman to head four powerful powersports associations



Congratulations to industry veteran Christy LaCurelle who was recently selected as President and Chief Executive Officer of Motorcycle Industry Council (MIC), Motorcycle Safety Foundation (MSF), Specialty Vehicle Institute of America (SVIA), and the Recreational Off-Highway Vehicle Association (ROHVA). Christy's term will begin in September, and she looks forward to getting more people riding and driving, to take training, and to always practice safe riding and driving habits whether they are on the road or the trail. [LEARN MORE](#)



~ Event Roundup ~

Athena Ride for Women Wrap-Up

Great rides, friends, and fun!



CHECK IT OUT ►

The four-day women-only motorcycle rally continues to draw more riders from all over the country for camaraderie and community while raising money and support for an important women's charity, My Sister's Place. For its third year, we rode in to check it out firsthand and came away with a list of reasons why you'll want to add it to your calendar next year. **[CHECK IT OUT](#)**

It's more than a motorcycle rally, it's the story behind it all.

ATHENA
RIDE FOR WOMEN

~ **New Motorcycle Review** ~

Honda Transalp

Affordable, mid-size adventure motorcycle



[READ REVIEW](#) ▶

Honda delivers an excellent new addition to its ADV motorcycle lineup with the mid-sized Transalp. Featuring low-in-class seat height and great comfort and performance on and off the road, this is a great bike for all adventure riding levels. *Photo by David Schelske.* [READ REVIEW](#)

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TEACHING EVERY
CHILD THE
LIFELONG SKILL OF
RIDING A BIKE.



~ Custom Motorcycle ~

[Brittney Olsen's Custom Indian Scout Build](#)

Indian Motorcycle's first forged custom build features woman builder



SEE MORE ▶

Country music singer and songwriter, Nikki Lane receives a 2025 Indian Sport Scout customized by racer and customizer Brittany Olsen. Both women are known for their deep love of vintage style, and pairing their passions with the new Indian Scout platform is a perfect fit. Learn more about Indian Motorcycle's Forged custom build series and Brittney's custom Sport Scout. **[SEE MORE](#)**



Top 5 Women's Base Layers



www.justride5.com

[WRN Calendar of Women's Motorcycling Events](#)

Check out our [full events listing](#) and mark your calendars!

Here are a few to get your motors running:

- [Ladies in Leather Parade and Rally](#) | September 12-14, 2024 | Oklahoma City
- [Babes Ride Out Central Coast](#) | September 20-22, 2024 | Santa Barbara, California
- [Lace, Grace, and Gears Rally](#) | September 25-29, 2024 | Johnson City, Tennessee
- [Athena Ride for Women](#) | July 30-August 2, 2025 | Athens, Ohio

[More Great Resources on WRN](#)

[~Beginner's Guide~](#)

No matter where you are in the process of learning to ride a motorcycle, our Beginner's Guide covers everything you need to know. Learn where to start, how to choose a motorcycle, and more. Share with your friends who are considering motorcycling too!

[~Women's Riding Groups~](#)

Find some new riding friends by joining a riding club. WRN has the largest listing of all-female motorcycle riding groups—and adding more all the time. Got a group that isn't listed? Shoot us an email with the details at Info@WomenRidersNow.com.

“Life is either a daring adventure or nothing.”

— Helen Keller

SHOP

[FIND A GROUP](#)

LET'S GET SOCIAL



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