



Media Information  
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## **MOTORESS and Edelweiss Tours treats fourteen woman to BMW Motorrad Alpine Tour.**

Spectacular Alpine tour hosted by Vicki Gray on fleet of BMW motorcycles.

**Richmond Hill, ON.** BMW Motorrad Canada is pleased to be supporting the MOTORESS Alpine Ride for female riders, taking place in Bavaria, Germany from July 24 through July 31, 2010.

Celebrating a very special event for women motorcyclists, two prominent worldwide motorcycle organisations have come together on a special joint venture for female riders, supported by BMW Motorrad Canada.

From July 24 through 31, 2010, fourteen women, drawn from Canadian female motorcycle enthusiasts with ages from 29 through 65, with one participant from Newfoundland and one from California, will be riding through Austrian Alpine scenic roads with the founder of MOTORESS™ and International Female Ride Day, Vicki Gray. Vicki will be supported by Helene Boyer, a seasoned motorcyclist and the french-language communications manager of MOTORESS™.

The 80-day excursion will see 14 women taking part in a breathtaking journey beginning in BMW's home town, Munich, taking riders through some of the most beautiful cities in Austria such as Salzburg and Kaprun. For many of the participants, it is the first time that they have experienced riding in Europe on the spectacular roads and mountain passes of Bavaria and Austria.

"I am thrilled to be a part of this tour and to facilitate an exceptional motorcycle experience for an exclusive group of women", says Vicki Gray. "For the participant, it is a unique occasion to participate in a motorcycle touring experience on motorcycles inspired and developed in one of Europe's most beautiful motorcycling paradises. "We are truly offering a unique tour that will be enjoyed by all in a female friendly environment with MOTORESS™ and of course the Edelweiss Canadian representative Farewell Travel!" she adds.

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The riders will cover about 1,300 km in total through Germany's lake regions and Austria's winding Alpine roads on BMW motorcycles; approximately 80 to 280 km each day. Highlights of the tour include visiting King Ludwig's castle in Herrenchiemsee and Salzburg, Mozart's birth town.

"This tour is a perfect complement to the increase of women motorcyclists participating on an Edelweiss Bike Tour", states Nigel Andrews President of Farewell Travel Service. "We feel this tour allows women a chance to have a female-only adventure, and to meet and mingle with other avid female motorcyclists. Vicki Gray, a true professional in the motorcycling world for over 25 years, brings a special dimension to this all-female event" adds Nigel.

With an original target of nine participants, this year's fourteen-strong team proves the appeal of female-only motorcycling events and Edelweiss Tours is already planning for a follow-up event in 2011.

For more information on the Alpine Tour, please visit [MOTORESS.ca](http://MOTORESS.ca).

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### **BMW Group Canada**

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