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**BMW Riders Who Register For Sisters' Centennial Motorcycle Ride By
June 15 To Receive Free Gift**

**Day Rider Registration Option Available For Cross-Country Journey
Commemorating 100th Anniversary Of Van Buren Sisters' Historic Ride, July
3-23**

Woodcliff Lake, NJ – June 1, 2016...BMW riders who register to participate in a leg or the whole route of the upcoming Sisters' Centennial Motorcycle Ride by June 15, will receive a free gift from the BMW Motorcycle Owners of America (MOA). The three-week cross-country motorcycle adventure for women, presented by BMW Motorrad USA, commemorates the 100th anniversary of Adeline and Augusta Van Buren's historic motorcycle ride across the United States.

In 1916 – three years before women had the right to vote – the Van Buren sisters set out on a bold journey: to prove that women could be military motorcycle couriers. Their transcontinental ride made the Van Buren sisters a brave, adventurous inspiration for young women across the nation. One hundred years later, modern women riders are following in their tire tracks with the same spirit and determination.

Beginning July 3 in Brooklyn, New York (where the Van Buren sisters commenced their journey in 1916) and concluding July 23 with a group ride into San Francisco, CA, the Sister's Centennial Motorcycle Ride will raise awareness and funds for two women's charities: Final Salute, Inc., a national women's veteran's organization, which provides temporary and permanent housing for the over 500,000 homeless female veterans in the U.S.; and the Women's Coalition of Motorcyclists, which supports scholarships to increase the number of female instructors and coaches for road, dirt and track motorcycle rider training.

“We encourage BMW Riders to participate in all or part of the journey,” commented Sarah Schilke, National Motorcycle Manager, BMW Motorrad USA. “Motorcyclists all over the country are enthusiastic about this coast-to-coast celebration of female pioneers, but we recognize that not all are able to commit for the entire three-week event. That’s why event organizers are offering local riders the option of joining the group for one to three days, allowing them to share the road and event experience with us. As one of the event sponsors, the BMW MOA has generously offered to reward BMW riders who participate in all or part of the event with a special gift.”

Day Rider Registration Option

The day rider option includes riding with the “main” group of riders, a route sheet of the day’s ride, rider support, dinner with the group and a commemorative T-Shirt. This registration option is for a maximum of three days. Riders wanting to join the event for four or more days would need to register differently. The day rider option does not include tolls, fuel, hotel rooms or entry fees to museums or other venues. Separate payment is required for those items.

The extended family of the Van Buren sisters will be on the ride, including Adeline's grandson Dan Ruderman, great-granddaughter Sofié Ruderman and great-grandson Skyler Ruderman. Nieces and nephews of the Van Burens will also be on the ride, including Robert Van Buren, great nephew of the sisters as well as his daughter Sarah Van Buren, great-great-niece of Adeline and Augusta.

The ride route will follow the Van Burens' 1916 route as closely as possible, often along the Lincoln Highway. Combining scenic routes, community events, and important stops along the Van Burens’ own journey, the route is designed to facilitate both safe and adventurous touring as well as the courage and capability of women as cross-country motorcycle riders.

Women, and men, have additional shorter-duration options for participation, including attendance at the Launch Party in Springfield, MA, July 4, 2016, and the Grand Finale Party in San Francisco July 23rd. A Meet & Greet registration option in Carson City, NV on July 22nd allows riders to join the cross-country participants on the final leg of the trip, where the group crosses the iconic Golden Gate Bridge into San Francisco.

For registration information and options, visit the event website at www.SistersMotorcycleRide.com.

For more information on the history-making Van Buren sisters, visit: www.sistersmotorcyclride.com/womens-motorcycle-ride-inspiration and www.VanBurenSisters.com.

BMW Motorcycle Owners of America

The BMW Motorcycle Owners of America is comprised of a network of 32,000 BMW motorcycle enthusiasts representing all 50 United States, 10 Canadian provinces, and seven continents. who started with the same spark for motorcycling that you did. Its history dates back over 40 years to five friends who formed a motorcycle club to stay in touch with each other.

Membership is \$40 per year and includes numerous benefits. For more information about the BMW MOA and member benefits, visit: <http://www.bmwmoa.org/>.

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