

# **SHE DEVIL MOTORSPORTS**

## **FACT SHEET**

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### **What is She Devil Motorsports?**

- Created in January 2009, She Devil Motorsports is a privately established company, owned and operated by Julianne McCaffrey, a 35-year-old media professional and avid motorcyclist.

### **What does the company do?**

- She Devil Motorsports works with all forms of motorcycling enthusiasts, in the hope of building a positive and modern profile for the female biking demographic. Recognizing that most female riders tend to be more mature in their age, and in their riding conduct, the company caters female riders who share like concerns, ideas, and riding ambitions.
- The company is dedicated to raising awareness for female riders, with a particular focus on riding safety.

### **Mission Statement**

- She Devil Motorsports is dedicated to serving, celebrating and increasing the female demographic of Canadian Motorcyclists.

### **The Women's Motorcycle Rally**

- She Devil Motorsports hosts an annual women's rally in Sidney, B.C., where hundreds of women gather to partake in the three-day event. The rally welcomes bikers from as far away as the state of Washington and the Canadian Prairies. The women are encouraged to take part in the rally activities, which include a poker run, a parade, a stunt show, self-guided tours, and a BBQ and dance.
- The She Devil Motorsports rally, which is the only all-women rally in the province, has attracted top-name sponsors including Amsoil, BMW, Honda, Yamaha and Suzuki.
- The three-day event injects an estimated \$150,000 into Sidney's local economy.

### **Future Plans**

- McCaffrey plans to continue the company's annual women's rally in Sidney, B.C. She Devil Motorsports is also looking to expand its business interests to the print industry, where the company has future intentions of launching a magazine that will target women motorcyclists in Canada.
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