



SHE DEVIL MOTORSPORTS



About She Devil MotorSports

She Devil MotorSports is a company that runs motorcycle rallies for women riders in Sidney B.C. It is the only company to hold women's motorcycle rallies in B.C. Julianne McCaffrey established She Devil MotorSports in Jan. 2009.

Julianne recognizes that there is a niche market for women riders. One of her biggest goals for the company was to give women motorcycle riders representation and to take away some of the stereotypes associated with female riders.

The major goal of She Devil MotorSports is to have the largest women's motorcycle rally in Western North America and across Canada. They plan to do this by hosting an annual women's motorcycle rally. In the future Julianne plans to expand the business interests into publishing a magazine targeting women motorcyclist in Canada. She also plans to have a website up and running by the end of the month.

She Devil MotorSports' premier event is a women's motorcycle rally.



She Devil MotorSport Rally

The rally will be held in mid September. It will be a three day event that is estimated to bring in \$150,000 in revenue for the local economy. The rally's attendance for 2009 is expected to surpass 200 women.

The rally will bring in people as far away as Washington State and the prairies. With so many people attending there will be a safety supervisor that will have a free vendor's booth. There will have a drive to survive to prevent drinking and driving.

The event will also include activities like a poker run, parade, stunt show, self-guided tours with courtesy maps, vendors, guest speakers like "the wrench wench," and a BBQ. Registration is \$25 and provides a dog tag for admittance to the events, as well as discounts at participating hotels, local pubs and stores.





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Julianne McCaffery is 35 and has lived in Victoria, B.C. for the past 13 years. Recently she moved to Sudbury to teach at Cambrian College. She has an undergraduate in entrepreneurial science and a commerce business degree.



Julianne is the owner of McCaffery Media, which is the largest speechwriting firm in Canada. She has over 15 years in Public Relations. Julianne is also an award winning investigative writer and photographer. Though she has another love, motorcycles.

Julianne is also the owner of She Devil MotorSports. She established the company in 2009, to give women motorcyclists' better representation. Her goal for the company is to be the largest women's motorcycle rally in Western North America and across Canada, it's the only female rally in B.C. In the future Julianne plans to expand the business into publishing a magazine targeting women motorcyclists in Canada.

Julianne has been riding motorcycles for 18 years. Her first ride was on the back of her dad's Goldwing. Julianne currently owns a CBR 600F4i, though her dream bike is the Honda CBR 600RR Tribal Series. She is a member of the Vancouver Island Women's Motorcycle Club. On her wedding day, she arrived by a cavalcade of 20 motorcycles. She has taken many rider safety courses and has survived three major crashes.

In both her personal and business endeavors Julianne strives to be the best that she can be.

