

For Immediate Release

December 21, 2009

The MMIC, COHV and CNSS Give Back to the Riding Community

Toronto, Ontario – The Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV), owners of seven Motorcycle & ATV shows across Canada and Canadian National Sportsman Show (CNSS), who manage the MMIC and COHV shows in Toronto, Calgary, Edmonton and Vancouver are pleased to announce that a total of \$57,000.00 in funding from the Safety and Image Enhancement Fund (SIEF) will assist in funding seven projects in Ontario, Alberta and British Columbia.

MMIC, COHV and CNSS believe that the on-road motorcycle, off-road motorcycle and ATV lifestyle is a friendly, inclusive one in which just about everyone can participate safely, easily and have lot of fun while they're doing it.

“For this reason, a portion of the profits from the shows in Toronto, Calgary, Edmonton and Vancouver are channeled into the SIEF in order to assist rider federations and associations in their ongoing endeavours to enhance and improve rider safety and awareness across Canada,” stated Bob Ramsay, President of the MMIC.

"CNSS has been supporting Canada's outdoors since 1948 and has issued grants of more than \$31,000,000 to conservation and education. We believe that the SEIF is a great way for MMIC and CNSS to promote the safe enjoyment of Canada's outdoors", stated Walter Oster, Chairman of the Canadian National Sportsmen's Shows.

TEAM COPS through Constable Corey Adams of the Durham Police Services, will receive \$3000.00 to assist Constable Adams in presenting motorcycle safety and training messages at a wide variety of events where he display his track bike, and present his training and safety messages to an audience that includes track day riding and riders, public school children and summer ride nights.

The Great Lakes Police Motorcycle Training Association will receive \$4000.00 toward hosting the Great Lakes Police Motorcycle Training Seminar (GLPMTS) in Barrie, Ontario on August 25 to 28, 2010. The organizing committee of the GLPMTS is made up of volunteers from various Southern Ontario police services including Toronto, Peel Regional, Waterloo Regional, Durham Regional, York Regional, Chatham-Kent, Ottawa, Windsor, London, R.C.M.P. and the Ontario Provincial Police.



The Motorcycle & Moped Industry Council
Le conseil de l'industrie de la motocyclette et du cyclomoteur



Canadian Off-Highway Vehicle Distributors Council
Conseil Canadien des Distributeurs de Vehicules Hors Route

MCC Women's Rider Congress through the Motorcyclists Confederation of Canada is hosting the inaugural International Women Riders Congress and Festival in August, 2010 and will receive \$15,000.00 in funding to assist in organizing this prominent, national event. .

The Motorcyclists Confederation of Canada will receive \$7,500.00. The Ride to Work – Work to Ride event has gained national recognition and participation continues to grow. Funding from the SIEF fund will assist in the on-going promotion of this national event.

The Canadian International Motorcycle Heritage Museum Foundation will receive \$7,500.00 in support to continue developing their induction material to consistent editable formats, translation of their materials, and further develop the Motorcycle Hall of Fame material into a travelling exhibit.

\$10,000 will assist the Alberta Off-Highway Vehicle Association in building on its existing radio and television Public Service Announcements (PSA's) promoting the 5 Guiding Principles for ATVing. The WildTV PSA spots will continue to expand on each of the 5-Principles message into more specific and/or time pertinent messaging.

The B.C. Coalition of Motorcyclists will once again promote "May is Motorcycle Awareness Month" in the province of British Columbia. SIEF funds of \$10,000.00 will be used to create promotional materials such as the "LOOK" bumper sticker.

The Motorcycle & Moped Industry Council (MMIC), a non-profit trade association, has been the voice representing the responsible interests of the Canadian motorcycle industry since 1971, while the COHV, a non-profit trade association, was established in 1984.

Both associations continue to work with, government agencies, safety organizations, law enforcement, rider clubs and individuals around issues of vital importance to the industry. Find out more at: www.mmic.ca and www.cohv.ca.

Contact:

Jo-Anne Farquhar

Director of Communications & Public Affairs

MMIC/COHV

Phone 416-491-4449

Toll free 1-877-470-2288