



## Idaho Tourism partners with Harley-Davidson Motor Company to Host Female Moto-Journalists

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Tomorrow, a group of national and international female moto- journalists will grab the handlebars of new 2011 Harley-Davidson® motorcycles and head out to cruise one of the "Top 10 Scenic Drives" in the Northern Rockies.

Organized by the Idaho Division of Tourism and Harley-Davidson, this is the second installment of a successful women's media ride that will feature the Yellowstone-Grand Teton Loop, which boasts America's first national park. The four-day, 400-mile excursion rolls through great curves, switchbacks, and breathless beauty. The women will be riding a variety of new 2011 Harley-Davidson motorcycle models courtesy of the Motor Company, including the new SuperLow XL883L, which will be tested for its comfort and agility. The women will receive FXRG Harley-Davidson leather jackets, perfect for touring trips, from the Motor Company as well.

Amanda Lee, Product Communications Manager for Harley-Davidson Motor Company, will be along for the ride offering information about new models, as well as insights on the increasing number of women who are inspired to get behind the handlebars of their own motorcycle and discover adventure and freedom on two wheels. "We're proud that women now represent 14% of new motorcycle sales for Harley-Davidson," says Lee. "It's incredible to be able to share this unique experience with female moto-journalists who are passionate about encouraging new riders to take that first step toward experiencing this exhilarating sport for themselves."

According to the Motorcycle Industry Council, one of the biggest shifts taking place in motorcycle riding today is the growth and impact of female riders. Since 1998, the number of women riding motorcycles has grown 36 percent, with the majority holding technical/professional jobs or college degrees.

Other riders on the tour will include editors from publications such as Thunder Press, Quick Throttle, Road Bike, and Women Riders Now, to name just a few. All are

seasoned riders who are looking forward to exploring the route and sharing their experiences with readers worldwide.

Genevieve Schmitt of Women Riders Now said she is looking forward to the trip. "Truly one of the most spectacular places to ride a motorcycle in America is among the Tetons and through Yellowstone National Park. Both are magical places, and I'm excited to be riding this loop on the seat of a Harley-Davidson motorcycle alongside other women riders."

In organizing this event, Idaho Division of Tourism partnered with Harley-Davidson Motor Company; National Park Service; local Chamber of Commerce's and hotel/restaurants along the route to assist in facilitating and accommodating the media ride.

"We love combining niche markets such as scenic byways, motorcycling, fall foliage and girlfriend getaways in one creative promotional effort," said Karen Ballard, Idaho Division of Tourism Administrator. "It is so rewarding to expand the reach of our great tourism product and once again prove our brand, Adventures in Living with our collaborative partners, Top 10 Scenic Drives in the Northern Rockies and Harley-Davidson."

Those who are interested in following the group of moto-journalists can get updates @ <http://twitter.com/cruisingtheloop> and view the route @ <http://www.visitidaho.org/cruisingtheloop/>

### **Idaho—Adventures in Living**

Idaho is home to 30 Scenic Byways to explore, along with mountains to climb, trails to hike, lakes to fish, 17 ski resorts and much more. So take a break from it all and come out to play. Visit [www.visitidaho.org](http://www.visitidaho.org) for more information and vacation ideas.