



1916-2016
SISTERS'
CENTENNIAL
MOTORCYCLE
RIDE



Other than our own WOW International Ride-In™, it's hard to imagine a group ride closer to the hearts of Women On Wheels® than the upcoming Sisters' Centennial Motorcycle Ride. Its "Then and Now" theme honors two women (sisters Adeline and Augusta Van Buren) who made a landmark ride across the United States in the summer of 1916 on their own motorcycles, and promotes today's motorcycling women with a July 2016 cross-country ride.

The ride's theme, "One Hundred Years, One Hundred Women," signifies the focus on launching the ride on the east coast with a minimum of 100 women riders. What a great opportunity for WOW members to join in! Veteran moto traveler and experienced motorcycle tour leader Alisa Clickenger is the organizer for the July 3-24, 2016 ride, commemorating the 100th anniversary of the Van Burens' historic ride from New York to San Francisco.

Adeline and Augusta set out on their adventure in 1916 with World War I looming, seeking to prove they could ride as well as anyone so that women might be considered for the job of Army dispatch riders. They set

off on their transcontinental journey on a pair of Indian motorcycles. "This was a phenomenal accomplishment by two courageous women at a time when few roads were paved, Victorian attitudes were in full flare and women did not yet have the right to vote," says Clickenger. "Our goal is to honor their achievement and promote the growth of modern-day women motorcyclists and the motorcycling community."

The extended family of the Van Buren sisters have joined forces with Clickenger to promote the event and riders involved in the east coast launch will include Adeline's great-granddaughter, Sofié Ruderman, and Sarah Van Buren, great-great-niece of Adeline and Augusta. The riders 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 will allow for great riding and promote women as role models by demonstrating their courage and capability as cross-country motorcyclists.

"The Sisters' Centennial Ride celebrates our family legacy by raising visibility for women motorcyclists while raising funds for charities supporting women in traditionally male-dominated careers," says relative Robert Van Buren. "We hope many will join us in this celebration of American motorcycle heritage, pioneers, and the freedom to ride."

In addition to recruiting women who already ride, Clickenger sees the event as a way of enticing not-yet-rid-

ing women to learn about the joys of motorcycling. "I was a shy housewife twenty years ago when I started riding, and nobody would ever believe that about me now," says Clickenger. "For me, motorcycling has been an important tool of self-discovery and empowerment, and every other female rider has a similar story of who she has become by learning to ride a motorcycle. I want folks from all walks of life, to come out and meet us, hear our stories, learn about the history of women and motorcycling and be enchanted by the possibilities in their own lives."

The event concludes with a large group ride into San Francisco on July 23, 2016, where festivities will celebrate the ride's completion and riders' accomplishments. Women have several options for participation, including a fully supported tour and self-guided tours. Ride organizers encourage all WOW members to ride out to the events we're planning across the country and even just join us for a day. Registration is open on the event website at www.SistersMotorcycleRide.com.

Event Publicity: Web Site/Social Media
www.SistersMotorcycleRide.com
[Facebook.com/SistersMotorcycleRide](https://www.facebook.com/SistersMotorcycleRide)
[Instagram.com/sistersmotorcyclride/](https://www.instagram.com/sistersmotorcyclride/)
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