

Equity, Diversity, Inclusion & Accessibility Promising Practice/Success Story

Highlighting: Nova Scotia Off Road Riders Association's Women in Moto Event

"This event is not just about riding—it's about community, empowerment, and a whole lot of fun."
-Claudine Laforce, Executive Director of NSORRA



August's Equity, Diversity, Inclusion & Accessibility (EDIA) success story comes from the Nova Scotia Off Road Riders Association (NSORRA), which is making tracks when it comes to increasing gender equity in the sport of dirt biking, traditionally a male-dominated sport. The Women in Moto event will occur at Mill Hill ORM Park from 10 am-4 pm on August 18, 2024. It will be a jam-packed day for individuals who identify as female and want to either try dirt biking for the first time, increase their current skill level, or share their passion for riding with other women. The event is being sponsored by Pro Cycle and Honda Canada.

Nova Scotia Off Road Riders Association Executive Director Claudine Laforce says that women rarely put themselves first, which has been a problem when organizing events in the past, "Women often have to work around the schedules of others such as their kids, partners or events [volunteering]. They have a hard time dedicating a day to themselves to have fun." Claudine says that providing a safe, relaxed environment for women to try the sport is NSORRA's ultimate goal, "Women are often intimidated to get on a dirt bike.

They don't want to do it in front of men in case they have challenges. This event is for women, by women, which makes a big difference!"

The event will include two 90-minute introductions to dirt bike sessions for beginners who want to learn the riding basics. Equipment will be provided. Women can dip their toes into the world of off-road biking in a safe, welcoming and supportive environment. Trail riding will be open, and trail guides will be offered as needed. There will also be an opportunity for women to increase their skill level in a skills course. There will be both a beginner and intermediate MX skill course led by three-time champion rider Lexi Helgason. Lexi started riding when she was seven years old and has competed since she was ten.

Claudine has some advice for organizations looking to plan programs to promote gender equity, "Form a committee, promote the event as early as possible, and spread the news by word of mouth. Invite people to participate." She says that drawing from other female riders has been successful. "When women have an opportunity to get together, there is always fun to be had. We understand each other and share our knowledge and experience with each other."

In addition to the skills workshop and trail riding opportunities, the Women in Moto event will feature a BBQ lunch, games and prizes, an exclusive event t-shirt, and, most importantly, an opportunity for female riders to connect, support each other, and celebrate their shared passion.

For more information and to register, visit <https://nsorra.ca/civCRM/event/info?reset=1&id=313>

