



PRESS RELEASE

JOIN THE GLOBAL SISTERHOOD OF MOTORCYCLING: THE RÄLLY 2023 COMES TO 300+ CITIES WORLDWIDE

The RÄLLY, the annual global motorcycle event for womxn, is back in full force and calling on female+ riders from around the world to join the cause.

The RÄLLY is set to take place on the weekend of June 3th - 4th, 2023, with local groups of womxn riding out simultaneously on the same day, in over 300+ cities across five continents. Each city is led by a dedicated PETROLEADER who supports the organization of the RÄLLY weekend. The PETROLEADER will pick 3 checkpoints for the group, choose routes, set times and get special assistance to organize their event.

This is going to be a real celebration of sisterhood, community, and freedom.

"The RÄLLY is more than just a motorcycle rally," says Petrolettes' founder Irene Kotnik. "It's a chance for womxn to connect with each other, share their stories, and show the world that we're here and we're not going anywhere."

The RÄLLY was born out of the need to come together as a community during Covid, when it wasn't possible to gather at the Petrolettes FESTIVAL. Last year's event drew thousands of female+ riders from around the world, all united by their love of motorcycles and their desire to support and empower each other.

"I came to the RÄLLY last year not knowing anyone, and I left with a whole new family," says Lucía de Mosteyrín, a rider from Spain who participated in the 2022 event. "The sense of community and support is incredible. We all come from different backgrounds and cultures, but when we're on our bikes, none of that matters. We're all sisters."

In addition to the camaraderie and sisterhood, the RÄLLY also offers riders the chance to make a difference in their communities through the RIDE WITH PURPOSE project. Last year's project raised thousands of Euros for organizations working to support womxn and girls around the world.

"Participating in the RÄLLY goes beyond riding motorcycles," says Kotnik. "It's an opportunity to raise awareness for women's issues and demonstrate that womxn have the power to make their voices heard on a global scale."

The RÄLLY also offers female+ riders the chance to connect with like-minded womxn in their own cities through the Petrolettes COMMUNITY app. The app allows female+ riders to find and join local riding city groups, connect with other riders globally, and share their experiences.

"Through the app, I've met so many amazing womxn who I never would have crossed paths with otherwise," says Catz Roos, a rider from South Africa. "It's like having a whole community of sisters who are always there for you, no matter what."

For more information about the RÄLLY, including how to participate, visit the website or download the COMMUNITY app (links on page #2).

FOR RELEASE AT MARCH, 08 2023

@petrolettes
info@petrolettes.com

www.petrolettes.com
www.petrolettes.app

Petrolettes e.V.
Mariannenstr. 31
10999 Berlin



PRESS RELEASE

LINKS

RÄLLY website: <https://petrolettes.com/rally/>

website: <https://petrolettes.com/>

Petrolettes COMMUNITY app: <https://petrolettes.app/>

RIDE WITH PURPOSE website: <https://petrolettes.com/ride-with-purpose/>

Online Shop: <https://petrolettes.myshopify.com/>

RÄLLY LINKS

FIND A CITY GROUP

<https://petrolettes.com/rally/#findcity>

CITY GROUP ACTIVATION

<https://petrolettes.com/rally/activatecity>

BECOME A PETROLEADER

<https://petrolettes.com/rally/#petroleader>

PHOTOS

https://drive.google.com/drive/folders/1dBotxbwlJxaS7_MJBPmldM0t4Nf2gLFM?usp=share_link

LOGO / GRAPHICS

<https://drive.google.com/drive/folders/11DEffziyMffHgitz0KOTRKIZiMrgsJ?usp=sharing>

FOR RELEASE AT MARCH, 08 2023

@petrolettes
info@petrolettes.com

www.petrolettes.com
www.petrolettes.app

Petrolettes e.V.
Mariannenstr. 31
10999 Berlin