



A decade of the Distinguished Gentleman's Ride

The [Distinguished Gentleman's Ride](#) (DGR) celebrated 10 years of riding dapper for men's health on Sunday 23 May.

The global event, which spans 107 countries, brings together the motorcycle community and their passion for classic style bikes to support and raise funds for [Movember](#), the leading men's health charity. Over 340,000 riders have taken part in the event since 2012.

As well as being the 10th anniversary the event has taken place, 2021 also marks the 6th year since DGR first partnered with Movember. Over £17m has been raised for Movember since the organisation first came on board as DGR's official charity partner in 2016. Funds raised have gone into projects to support men's mental health.

Most recently, a portion of the funding has been used to support the motorcycling community itself. Almost £650,000 has been injected into nine recently announced projects which were selected from ideas crowd-sourced around the world, as part of the DGR Social Connections Challenge (DGRSCC). The projects will be rolled out over a 12 month period, with the aim of improving social connectedness, life satisfaction and mental wellbeing among motorcycle riders.

In the UK alone, three projects have been funded through the DGR Social Connections Challenge initiative. These include:

Quay Rider - a mentorship initiative based at a motorcycle workshop in Poole, Dorset. The project aims to connect older men with younger men who are living in care. Participants will learn how to build and modify a motorcycle, on which the younger riders will undertake a series of off-road challenges under the guidance of their mentors.

Bike Directory - an online platform for middle-aged riders, looking for places to socially interact with others. The team from Havant, Hampshire, will use social media to inform the community, many of whom are men who are hard to reach, about upcoming events and report past events.

Project Pit Stop - encourages motorcyclists to socialise with each other, strengthening existing relationships or developing new ones. Based in Bournemouth, Dorset, the team plans to use a 'health by stealth' approach, providing mental health services and mental health literacy alongside practical bike maintenance tips.

Movember's Global Director of Mental Health and Suicide Prevention, Brendan Maher, said:

CHANGING THE FACE OF MEN'S HEALTH



"This year, we've celebrated not only a decade of riding dapper, but also six years of an incredible global partnership between Movember and The Distinguished Gentleman's Ride.

"It's also very exciting to announce the three UK projects chosen to progress in the DGR Social Connections Challenge, and having the opportunity to work on initiatives set to make a real difference to men's mental health, while also giving back to the motorcycle community.

"The annual DGR event is essential in helping Movember to fund mental health programs that help to save the lives of men both in the UK and around the world."

Founder of The Distinguished Gentleman's Ride, Mark Hawwa said it was unbelievable to think the simple idea to bring a few dapper men and women together on classic bikes to change the stereotypes of motorcyclists would go viral.

"Since 2012, we've made so many incredible connections and met so many inspiring people; all while raising a huge amount of funds and awareness for men's health on behalf of Movember. It's really taken the world by storm," he said.

"The Distinguished Gentleman's Ride isn't just about riding bikes, though. In the past year, we were able to fund over £3 million towards programs to help men build more meaningful connections."

Traditionally held during September, in 2021 DGR moved to its new annual date in May. This year, due to varying restrictions around the world, the rides took different formats dependent on where they were held – with rides being allocated as either 'Normal COVID-Safe' rides, 'Route Only Rides', or 'Solo Rides'.

To register or donate visit gentlemansride.com.

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ABOUT MOVEMBER

Movember is the leading charity changing the face of men's health on a global scale. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open



to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit moverber.com

ABOUT THE DISTINGUISHED GENTLEMAN'S RIDE

Over 120,000 riders in over 650 cities worldwide dress dapper and sit astride their classic and vintage styled motorcycles each year to raise funds and awareness for men's health, specifically prostate cancer and men's mental health.

The Distinguished Gentleman's Ride (DGR) was founded in Sydney, Australia by Mark Hawwa. It was inspired by a photo of Mad Men's Don Draper standing beside a classic bike and wearing his finest suit. Initially, the themed ride was formed to combat the often-negative stereotype of men in motorcycling while connecting niche motorcycle communities together. Since that first ride in 2012, The Distinguished Gentleman's Ride has united a passionate and caring global community that shares a love of classic and vintage motorcycles and a connection to a worthy cause.

Further information about The Distinguished Gentleman's Ride can be found [here](#).