



## **MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

### **CANADIAN MOTORCYCLISTS TAKE TO THE ROAD SOLO FOR 10<sup>TH</sup> ANNUAL DISTINGUISHED GENTLEMAN'S RIDE**

- Over 650 riders across Canada will be dressed in their finest atop vintage bikes as they raise funds and awareness for men's health
  - Over \$1.7 million CAD raised through DGR by Canadian riders since 2016
  - Virtual Toronto-based DGR-funded mental health program to receive 60K in funding

**Canada | May 17, 2021** - Motorcyclists coast-to-coast across Canada will join fellow bike enthusiasts around the world on **Sunday May 23<sup>rd</sup> for the 10<sup>th</sup> annual Distinguished Gentleman's Ride**. The global event, which spans 107 countries, brings together the motorcycle community celebrating their passion for classic style bikes in a bid to raise funds for Movember, the leading men's health charity.

This year, the DGR - which typically encourages riders to participate in groups - will look different in Canada due to the ongoing global pandemic. While riders will still be encouraged to wear their most eye-catching and dapper gear, they will instead participate in "Solo Rides" or "Route-Only" Rides, thus ensuring all COVID-19 protocols are observed and safety remains a top priority. This year despite the pandemic, over 650 Canadian motorcyclists will participate together in spirit as they conduct solo rides across their various cities, dressed in their finest.

Over **\$1.7 million CAD** has been raised for Movember by Canadian riders since the organization first came on board as DGR's official charity partner in 2016. Funds raised have gone into projects such as prostate cancer research and support for men's mental health. Most recently, a portion of the funding has been used to support the motorcycling community itself. Over \$1 million CAD (\$1.03m) has been injected into nine recently announced projects 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 Canada, the DGR Social Connections Challenge will be funding "Project Team Building", led by Toronto-based DGR veteran and motorcycle enthusiast Adam Sanzo. Project Team Building, which will receive over \$60K CAD in Movember funding, hopes to unite like-minded riders across Canada who struggle with finding outlets and ways to socially connect with fellow motorcycle enthusiasts. Together, participants in Project Team Build will meet virtually every week to build and customize a motorcycle. The group will focus on a new feature/part of the bike each week, learn about mechanics and

# **CHANGING THE FACE OF MEN'S HEALTH**



customization, with the added benefit of providing a platform for participants to engage with one another above and beyond the build. The completed bike will be auctioned off at next year's Distinguished Gentleman's Ride.

Born out of the COVID-19 pandemic, Project Lead Adam Sanzo says, "We all know that motorcycles are inherently isolating by nature. While I enjoy the occasional solo adventure, it's the social connectedness with like-minded people that truly benefits my mental wellbeing. At first, I struggled to find my place within the motorcycle community in Toronto but once I discovered local social meetups and other events, such as the Distinguished Gentleman's Ride, my life changed significantly. "

That's where 'Project Team Building' comes in. The project aims to find a way to bring together those who may be physically distanced from local motorcycle communities, or those who are socially distant from the community, providing riders with the mental health benefits of interacting with other motorcyclists. To learn more, or to apply to be a part of the virtual program, interested motorcycle enthusiasts can visit the program's website [www.projectteambuilding.com](http://www.projectteambuilding.com).

"It's very exciting to announce the Canadian program chosen to progress in the DGR Social Connections Challenge and have 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," says Movember's Global Director of Mental Health and Suicide Prevention, Brendan Maher.

Founder of The Distinguished Gentleman's Ride, Mark Hawwa said it has been unbelievable to see how the DGR has grown from its origins as a simple idea to bring a dapper participant together to change the stereotypes of motorcyclists. "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 says. "The Distinguished Gentleman's Ride isn't just about riding bikes, though. In the past year, we were able to fund almost \$6 million towards programs to help men build more meaningful connections."

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

To register or donate visit [gentlemansride.com](http://gentlemansride.com).

**ENDS**

**Primary Press contact:**



## **Movember Canada**

Sonya Friesen

[Sonya.friesen@movember.com](mailto:Sonya.friesen@movember.com)

+1 613-808-1702

## **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 [movember.com](http://movember.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](#).