



Most Significant Move for Motorcycling in Canada

Toronto, February 20, 2004: Canada's Motorcycle & Moped Industry Council (MMIC) today announced that it had contracted Mr. Chris Lee of Walton, Ontario to lead the organizational stage of launching the new Motorcyclists Association of Canada (MAC).

Mr. Lee is a long time motorcyclist with unsurpassed knowledge of a wide variety of aspects of motorcycling and well-honed leadership and organizational abilities. Mr. Lee initiated and manages a very successful annual national championship event, which attracted over 900 competitors and 22,000 spectators in 2003 and was televised internationally.

The Motorcyclist Association of Canada (MAC) is a national not-for-profit riders organization that is being established to represent the responsible interests of motorcyclists and motorcycling across Canada. Styled after the American Motorcyclists Association, the MAC will more vigorously represent motorcyclists' interest to government, media and the general public, promote the many environmental and economic benefits of riding, and work with national and provincial motorcycle clubs and federations to build and strengthen their membership and community presence.

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