

## Media Release

### Ride for Sight – Mark your Calendar

(Toronto, May 27) The Motorcycle and Moped Industry Council (MMIC) reminds all motorcyclists to mark their calendars as the Ride for Sight is just around the corner.

The Ride for Sight is Canada's largest charity motorcycling event. 2003 marks the 25th year of Canadian motorcyclists raising funds to help in the fight against blindness. Since its inception, more than 11 million dollars have been raised for medical research. Ride for Sight has developed into the largest fundraiser for vision research in the world.

This year's dates are as follows:

Nova Scotia - June 6-8

Alberta and North West Territories – June 13-15

Central Ontario, Northwestern Ontario, Manitoba, and

Newfoundland and Labrador – June 20-22

British Columbia – June 28-29

Riders seeking more information can visit the Ride for Sight Web site at [www.rideforsight.org](http://www.rideforsight.org).

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Founded in 1971, the Motorcycle and Moped Industry Council is the national, non-profit, trade association that represents the responsible interests of the major motorcycle distributors, as well as the manufacturers, distributors and retail outlets of motorcycle-related products and services, plus individual owners and riders of motorcycles in Canada.

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