

# Women riders relay cruise through the 25th edition of Dubai Shopping Festival

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A group of women bikers will put their pedals to the metal this week; coinciding with the closing celebrations of the 25th edition of Dubai Shopping Festival (DSF). The Women Riders World Relay (WRWR), a global community of 50 enthusiastic women bikers, have come together for the first-ever and largest GPS recorded world-wide motorbike relay. These lady bikers have been touring 80 countries for the last year and are making their final stop in Dubai – the only Middle Eastern stop in a jam-packed road trip, this weekend from 31 January to 1 February, in time to close the milestone 25th edition of DSF.

The leather-clad, glove-donned women straddling 1,200 cc engines with a burning desire to empower women through their passion for motorbikes will be passing through popular DSF destinations. The tour will start from City Walk each day kicking off at 8am on 31 January arriving at Hatta Wadi Hub at 11.30am and ending at Last Exit Al Khawaneej at 7pm. On Saturday 1 February, they will be at City Walk at 9am, arriving at Al Seef at 2.30pm and ending the tour at Swyp Market Outside the Box (MOTB) at Burj Park, Downtown Dubai, where a GPS baton will be signed and an official ceremony will take place to thank key sponsors for their efforts to encourage women riding their bikes around the globe.

WRWR is a group dedicated to bringing women's empowerment to the fore and the riders have been coordinating female motorcycle riders across the world to get involved, bringing fun, experience, confidence and a sense of unity to women riders globally.

The event is organised by Dubai Sports Council and Dubai Police, as well as Dubai Tourism. Women bikers and anyone with a penchant can follow @WRWR.UAE, @DSFSocial, #MyDSF and #DSFturns25 for the latest news, information and events.

## About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

## About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.



