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Doran's request for "Ride to Work Day" proclamation for the City of Cincinnati is granted

Cincinnati, Ohio – For the second consecutive year, the Mayor's office has granted Doran's request to participate in 18th annual International Motorcycle and Scooter Ride to Work Day by officially declaring June 15, 2009 as "Ride to Work Day" for the City of Cincinnati.

Each year on this day, over one million workers across the United States commute via motorcycles and scooters to demonstrate the positive benefits of these efficient vehicles. Among those benefits are:

- greater fuel efficiency - motorcycles can travel nearly 50 miles per gallon of gas (a potential reduction of 15 million gallons of fuel per year)
- reduced traffic congestion and less travel time
- easier parking - motorcycles and scooters share parking spots which creates more available spaces

Although historically held in July, the earlier date was adopted internationally because June has more favorable weather than July. Additionally, more riders are able to participate in June because manufacturing plants tend to shut down for some or all of July (especially in Europe). Holding the event on a Monday encourages riders to continue the practice throughout the week. Currently about 1% of commuters ride their motorcycles or scooters to work on a normal day, with about 2% doing so on Ride to Work Day. If these participants rode their motorcycles and scooters to work on a regular basis, as a country we would consume 60,000 fewer gallons of fuel per day or 15 million fewer gallons per year.

Local businesses and communities are asked to participate by encouraging their employees and constituents to ride their motorcycles and scooters on Ride to Work Day. Additional support may be shown through acts such as providing free parking for motorcycles or scooters or reserving parking spaces for motorcycles or scooters. "We started to get involved with Ride to Work Day last year when we discovered the organization through the introduction of our new tire pressure monitoring system for motorcycles and are glad that Mayor Mallory has signed the proclamation again." said Jeff Stegman, CEO of Doran Manufacturing, LLC. "I am a motorcycle enthusiast myself and I understand the variety of benefits related to riding motorcycles and scooters. We continue to offer specially designated premier parking spaces to the employees that ride to work." In an effort to help promote safe riding, Doran is also offering a "Ride into Summer Savings" discount on the Doran 360M™ Tire Pressure Monitoring Systems for motorcycles and trikes through the end of July.



Jeff Stegman (Doran's CEO) with proclamation in front of parking sign for motorcycles at their facility

For additional information on Ride to Work Day, visit www.ridetowork.org or call Andy Goldfine at (218) 722-9806, or via e-mail at propaganda@ridetowork.org. Ride to Work is a 501 c4 non-profit organization advocating and supporting the use of motorcycles and scooters for transportation. They provide information about everyday riding utility to the public and promote the annual Ride to Work Day.

To contact Doran about the 360™ tire pressure monitoring systems for motorcycles and trikes you can visit their website at www.doranmfg.com or call 1-866-816-7233.