



## FOR IMMEDIATE RELEASE

### Miki Keller Receives 2007 WIMA USA Image Award

Torrance, California. (November 8, 2007) - The Women's International Motorcycle Association – United States Division (WIMA USA) honored Miki Keller, Founder and President of the Women's Motocross Association (WMA) with their "2007 Image Award."

The WIMA USA Image Award is presented to women who are dedicated to the sport of motorcycling, and pave the way for future generations with their positive attitudes. The 2007 award was presented in Las Vegas, NV at the banquet dinner for Femmoto, an annual "all women" demo track day, street demo and dirt school event this year co-sponsored by Aprilia, Buell, Discover Today's Motorcycling, Ducati, Harley-Davidson, Honda, Hyosung, Kawasaki, Kymco, MSF, Pat Clark Motorsports, and WIMA USA.

"Miki Keller was chosen to receive the 2007 WIMA USA Image Award for her tireless efforts and significant success in promoting women's motocross events," said Alice Sexton, President of WIMA USA. "No other woman rider has shown the ongoing commitment and dedication to women's motocross as has Miki. She has broken new ground by creating opportunities in every area of the sport for women and girl riders and racers of all ages, from 4 to 60 years old."

When asked how it felt to receive such an honor, Keller replied, "It is so gratifying to be honored by a great organization like WIMA who has a similar mission to the Women's Motocross Association and shares the same passion for motorcycling that I do. I feel fortunate to work with such dedicated athletes and to have the support of some visionary sponsors and event promoters. It is my hope that the exposure that the WMA generates for the women pro racers inspires women from all walks of life to pursue activities they love and strive to be the best they can be".

Keller, President of the Women's Motocross Association, who has worked in the off-road motorcycle industry for 11 years, was chosen to receive the 2007 WIMA USA Image Award for her outstanding success in bringing the importance of women riders to the attention of the global motorcycle community and for demonstrating the great things of which women riders and racers of all ages are capable. Her major accomplishments while at the helm of the Women's Motocross Association include: women's pro racing highlights features on espn2 and Speed Channel, women racing as part of the program at the AMA men's championship events in front of 15,000 – 20,000 fans per event, increasing the number of women racing each year, unprecedented women's motocross coverage in both motorcycle and mainstream media, the creation of the WMA Cup event with the highest women's pro purse and participation in history, and developing a partnership with Girls Learn to Ride™ and Honda Rider Education Centers to introduce females to the sport of motorcycling.

Not only is she a positive role model for women and girls in motorcycling, Keller continues to increase awareness and encourage women that they too can not only ride a motorcycle, but can make a living racing motocross. For the first time in motorcycling history, some of Miki's WMA Pro women riders currently make their living through racing motocross.

Miki Keller, WIMA USA salutes you!

The United States Division of the Women's International Motorcycle Association (WIMA USA), a 501(c)(3) non-profit organization, is part of the world's largest international association for women motorcyclists, with over 3,000 members in 20 different countries. The vision of WIMA USA is to change the face of motorcycling by advancing women and girls in the sport and business and helping the industry grow.

For more information contact:

Alice Sexton, President

WIMA USA • PO Box 5 • Torrance, CA 90507

[alice.sexton@wimausa.org](mailto:alice.sexton@wimausa.org)

<http://www.wimausa.org>