

Motorcycle Direct girls uncovered for 2008 calendar



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Press Release Author: [Motorcycle Direct](#)

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Press Release Summary: Motorcycle Direct Insurance staff receives the full glamour girl treatment for a sexy photo shoot for charity

Press Release Body: Nine **Motorcycle Direct (MCD)** employees have received the full '**glamour girl**' treatment to help create a sexy new charity calendar.

The debut appearance of the '**MCD Cover Girls**' can be seen in the [2008 Motorcycle Direct calendar](#) which has already gone on sale. The group comprises nine employees who volunteered to be the 'face' of [Motorcycle Direct](#) and help raise funds for the charity, Riders for Health.

MotorCycle Direct is one of the UK's biggest [motorcycle insurance](#) providers but the employees ditched their normal day jobs in Sales, Marketing and Customer Services to pose with a collection of stunning motorbikes including a Suzuki SV1000, a Triumph Daytona 675 and a Harley Davidson Fat Boy.

The calendar will be available in two formats; Bikers can register at www.mcdcovergirls.co.uk where they can either download a free copy

or pay 99p to receive a hard copy. All profits will go to the charity, [Riders for Health](#).

Marketing Executive Jenny appears in August on the calendar and commented: *"It was the first time most of us had done anything like this but we are really pleased with the way the calendar has turned out. I originally suggested the idea and the girls just started volunteering. To be part of a professional glamour photo shoot was a fantastic experience and I hope we raise loads of money."*

Chief Executive Scott Salter said: *"I'm incredibly proud of the girls. We already knew they were the best in the business when it comes to bike insurance but this shows a whole new side to them. I think it takes a lot of bravery to do something like this but **Riders for Health** is a charity we all really care about and I know the girls were keen to do something that would make a difference. I think it will make a great Christmas present for anyone who is mad about bikes, so hopefully everyone will get behind it."*

-ends-

Notes to editors:

Each picture is available separately on request.

MotorCycle Direct is one of the UK's biggest motorcycle insurance providers. As part of a group with over 40 years experience, **MotorCycle Direct** have built a big business on the basis of small premiums and a personal touch. **MCD** have the industry knowledge and technical expertise to find anyone the right [motorcycle insurance quote](#) for biking in the British Isles - whatever their interests.

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