The persistence and the evolution. The 2017 Dirty Kanza #200Women200Miles campaign was a smashing success. The attendance AND the finish rate made us proud, and we feel lucky to be a part of the conversation for better representation of women in the cycling industry.

If we are being honest, we felt the #200Women200Miles campaign would take a year or two to complete...pushing our 200 field to 20% women we knew was doable, but we planned on a 2-3 year commitment to make that happen. Welllllll...it didn't really work out that way. The ladies showed up! They took the challenge head on in 2017 and filled those spots. This year's registration showed that wasn't a fluke - the 2018 Dirty Kanza 200 field will have 25% women at the start line with the 100 mile field boasting a 31% women's field. HECK YA!!

So… what do we do this year? Taking a step back to look at the bigger picture, we wanted to move off the bike and focus some attention on the women that make it happen inside the industry. We want to show those watching and riding that women are welcome behind the scenes. We are calling on sponsors and vendors to bring women to the All Things Gravel Expo this year, as well as participate in our Friday Round Table Discussion, which will be streamed live. Last year’s Women’s Roundtable was the most viewed live stream of the weekend, and we believe this year's will boast another huge draw. By making a conscience effort to have women seen and heard, we hope to make more women feel comfortable and welcome in our industry.

We want to see women in the expo booths. We want to have ladies that wrench on bikes, design bikes, market bikes, and ride bikes at Dirty Kanza Weekend. Please encourage women on your teams to join us for the biggest expo in DK history.
#200Women200Miles
Women in today’s cycling industry

A 2018 Dirty Kanza Initiative
On...and off...the bike

The 2017 version of #200Women200Miles set out to challenge women to take on the 200 mile distance of the Dirty Kanza. With a full field of women in our first year, those women had a banner year - 80% finish rate and tons of smiles, high fives, fist bumps, and hugs to go along with their successes.

For 2018, we are taking the initiative off the bike, and asking our partners and vendors to bring their best women to the weekend’s festivities. We want to showcase women throughout the industry.
Friday Expo

**Women in the tents and at the table**
A way to represent - we want to see women both enjoying and working the expo (and hopefully those working are enjoying it too!).

**Dirty Kanza will....**
Let us know who you plan to bring, and we will work to outfit your team in some cool #200Women200Miles swag

**You will....**
Do your best to have female presence in your tent, and/or be prepared to talk about your outreach and inclusion of women
Friday Forum

A chance to share

Dirty Kanza will host a panel consisting of women and men from the industry covering some basics on how the cycling industry can promote and encourage women from the inside out. Expect to hear from race directors, coaches, marketing gurus, engineers, mechanics… you get the picture.

We will live stream this forum once again. It was the most viewed forum in 2017, and we expect great results for 2018.
Saturday - WE RACE!

Once again, we will see a record number of women on the start line for all distances.

We are ready for record numbers of finishers as well!

#200Women200Miles

Watch Salsa's video

2018 DK Start Stats

DK200 - 25% women
DK100 - 31% women
DK50 - 39% women
DK25 - 55% women
Sunday Awards

A Celebration

The weekend culminates in Sunday’s awards and podiums. Hard fought victories and performances are celebrated and it’s one last time to see old and new friends alike before heading home.

We will live stream the awards as well - and folks from all over the world tune in to watch.
What women are saying

...if you ask me what I remember, I would remember how that crowd’s loud roar brought chills. The children’s outstretched hands eagerly waiting for high fives lifted me up. The welcoming faces of my family almost bringing tears...

- Judah Sencenbaugh, Georgia

If you do the #200women200miles initiative again next year, I'll be there

- Erin Ayala, Minnesota

I will never forget every mile of Kansas gravel and I can’t wait to get back across the pond to ride it again.

- Laura Bailey, United Kingdom
Join us for 2018!

#200Women200Miles
#DK200 #DirtyKanza

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