



Women in Motorsport Canada partners with Targa Newfoundland

St. John's, NL, May 29, 2024 ... Women in Motorsport Canada (WIMCanada) is teaming up with Targa Newfoundland to promote participation of Canadian girls and women in the legendary tarmac rally and all other areas of motorsport.

“Racing is for everyone,” said Leanne Junnila, the founder and director of WIMCanada. “That’s not just our group’s motto. Women belong in motorsport, period. We’re here to promote and foster that and Targa Newfoundland provides a great platform to deliver that message.”

Junnila is a professional rally co-driver from Calgary with over 20 years of experience, including navigating the overall winning car in Targa Newfoundland last fall. In addition to her role as WIMCanada director, she just completed a five-year term as the Canadian representative for the FIA (Fédération Internationale de l'Automobile) Women in Motorsport Commission.

Robert Giannou, founder of Targa Newfoundland, said this partnership provides an excellent opportunity to showcase women who compete and who work behind the scenes to make the rally happen.

“While motorsport in general has a long way to go to achieve equality, Targa Newfoundland has seen a number of women competitors and many female volunteers in key positions over its 22-year history,” said Giannou.

Targa Newfoundland recently named Leah Dalton, a longtime volunteer, as clerk of the course. She is the first woman to hold that position with the rally. She will lead the entire event this September 12-19 as it races across Newfoundland. Five women hold key positions on the organizing committee and almost half the teams competing in 2023 included women.

The partnership will involve joint promotional activities and events throughout the year to highlight opportunities for women in motorsports and celebrate successes.

Women in Motorsport Canada (WIMCanada)

Women in Motorsport Canada (WIMCanada) is a member of GDS, Canada's National Sporting Association, with a driving goal to increase equality and participation in all areas of motorsport for girls and women in Canada and across the globe. WIMCanada strives to promote the participation of women in all areas of motorsport through events, education and training, advocacy, and mentorship. WIMCanada aims to bust myths and stereotypes about women in motorsport, encouraging women to participate and showing them the pathway to succeed.

Targa Newfoundland

Owned and operated by Newfoundland International Motorsports Limited, Targa Newfoundland is one of only three internationally recognized Targa motorsports events in the world. Since 2002, Targa Newfoundland, the only tarmac rally in North America, has attracted professional and amateur racers from around the world.

This year's event runs Sept. 12-19, 2024. Competitors will cover over 2000 km (about 1240 miles) including about 500 km (310 miles) of closed courses on winding, narrow, public roads through spectacular scenery, towns and outports. The six-day competition will take teams from the historic capital city of St. John's to the charming fishing outport of Leading Ticks and about two dozen points in between. A two-day Bambina event is also offered.

Newfoundland and Labrador, Canada's easternmost province, is a land of adventure and breath-taking natural beauty. With rugged coastline, towering cliffs, and pristine wilderness, Newfoundland and Labrador is a paradise for outdoor enthusiasts and thrill-seekers alike.

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