

Conscious Traveler Podcast

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Episode 2: Women In Tourism—How Ride 4 A Woman Changes Lives In Uganda



4 designer Susie Crippen (far left) in the Ride 4 A Woman sewing center with founder Evelyn Habasa (far right). Photo by Rachel Ambrose.

Women's fair-trade craft cooperatives around the world have changed the game for so many families. As part of our series on changing female roles in tourism, we look at one inspiring version of this concept where Kathryn has spent meaningful time: [Ride 4 A Woman](#), a compelling place on the edge of Uganda's mountain gorilla territory of Bwindi Impenetrable Forest National Park.



The empowered ladies of Ride 4 A Woman in Buhoma, Uganda. Photo by Rachel Ambrose.

Founder Evelyn Habasa, who returned to her hometown after finishing her education in the city of Kampala, began the NGO in 2009 to fulfill her mother's dream that she could help the women of their community. The reception she got was stunning, beginning with bicycles and expanding to sewing and weaving, plus a microfinance program and accommodations for travelers. In this episode, we talk with Evelyn about the journey and challenges along the way, plus how they're contending with COVID-19.



Kathryn learning the painstaking skill of basketweaving from an expert at Ride 4 A Woman.

When Kathryn spent almost a week with Evelyn in 2019, it was to **report on** her collaboration with Susie Crippen, the cofounder of J Brand jeans and a fashion designer previously based in Los Angeles. Once their life paths converged by chance,

Susie's began shifting in new and exciting ways, and she wound up starting a dress line called [4](#), hand-sewn by the ladies of Ride 4 A Woman. We catch up with Susie in Kenya, which she now calls home, to hear her perspective on Evelyn's organization and its great value. Follow them [@ride4awoman](#), [@susiecrippen](#) and [@thisis4official](#) for more on their work and products.



Guest accommodations at Ride 4 A Woman. Photo by Kathryn Romeyn.

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Women In Tourism—How Ride 4 A Woman Changes



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