WORLD-WIDE CELEBRATION COMING TO MADISON JUNE 17
Madison bicyclists take to the streets for an eighth year

MADISON—On June 17, the global summer celebration of body acceptance and freedom from oil dependence known as World Naked Bike Ride will return to Madison for an eighth voyage.

Riders will take to the streets to encourage cycling as a means of reducing petroleum consumption. Our continued reliance on oil not only generates pollution and greenhouse gas, but also empowers oppressive and corrupt regimes, particularly in countries with great resource and income disparity. All of us who consume oil are complicit in the oppression of others.

The ride is also a fun celebration of positive body image, recognizing the human form as a thing of beauty which comes in all shapes, sizes, and ages. It is a joyful celebration of relief from shame.

All who ride a bicycle, unicycle, inline skates, or other human-powered conveyance are encouraged to join in the spirit of "as bare as you dare."

The event will begin at 11:00 AM, June 17, 2017 at a location to be announced at least 24 hours in advance. A designated viewing location for the press and public will also be announced before the ride.

World Naked Bike Ride is an international phenomenon. It first took place in 2004, in 28 cities, ten countries and on four continents. By 2010, it had grown to include rides in 74 cities and 17 countries.

For further information:
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