

For Immediate Release • April 30, 2012

## **WORLD NAKED BIKE RIDE RETURNS TO MADISON JUNE 16**

### **Naked Madison bicyclists take to the streets for a third year**

**MADISON** — Local naked bicyclists will brave the streets for a third year in a row in a celebration of body acceptance that creatively protests fossil fuel dependence.

The ride will begin at 11:00 AM, June 16, 2012, at a location to be announced at least 24 hours in advance.

Anyone with a human-powered means of conveyance and an adventurous spirit is invited to join. Bicycles and inline skates are typical, but past rides have seen such vehicles as unicycles and recumbent trikes.

The ride is a fun way to celebrate the beauty of the human body, no matter what one's age, size, or shape. All are welcome. The body is never a shameful thing, and there is no need to cover it up or hide it away.

It is also a rare opportunity to make a bold fashion statement, even if the fashion is one's own skin. "Bare as you dare" is the slogan; participants are encouraged to wear as much or little as they feel is comfortable. While many riders valiantly bare all, others wear paint, masks, or creatively colorful but minimalist costumes that lend a festive air of parade to the event.

Finally, and not of least importance, we ride to protest our country's ongoing dependence on fossil fuel, an increasingly scarce and expensive resource that contributes to societal problems ranging from climate change to war, from pollution to obesity. Riding naked draws attention to cycling as a clean, healthy, and attractive alternative to motorized transportation.

For more information, including the starting point of the ride immediately on its release, join the Madison World Naked Bike Ride Yahoo! Group at this address:

<http://sports.groups.yahoo.com/group/WorldNakedBikeRideMadison/>

A designated viewing location for the press and public will be announced a number of days before the ride.

The first World Naked Bike Ride took place in 2004. Events were held in 28 cities, in ten countries and four continents, according the event page on the Wikipedia web site. By 2010, the event had grown to include rides in 74 cities and 17 countries.

For further information:

<http://tinyurl.com/madisonwnbr> (redirects to Madison's page on [worldnakedbikeride.org](http://worldnakedbikeride.org))  
[madisonnakedbikeride@yahoo.com](mailto:madisonnakedbikeride@yahoo.com)

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