

For Immediate Release • May 17, 2019

## WORLD NAKED BIKE RIDE TO OCCUR IN MADISON JUNE 15

Cyclists take to the streets for annual event

MADISON - Saturday, June 15, will mark the tenth year of the World Naked Bike Ride in Madison, Wisconsin. Held in dozens of cities internationally, the rides highlight freedom from oil dependency and celebrate body positivity by providing riders a joyous, safe, and supportive venue. Recent years have seen a steady increase of participation in Madison's WNBR.

Awareness of the negative impact of petroleum products is firmly established, as evidenced by the Green New Deal and the now-common sight of hybrid and electric cars, wind turbines, and solar collectors. But what about all the plastic in our lives? Microplastics appear in the remotest parts of the world; the Great Pacific Garbage Patch exceeds twice the area of Texas. Plastic waste chokes and starves wildlife, all for our momentary convenience. WNBR participants are challenged to exercise their oil independence not only by using human-powered machines, but also by making choices in what they bring and what they wear, with the goal of practicing that awareness in their daily lives.

Many personal and social ills are linked to poor self-esteem, often based on a media-engineered hatred of one's body. Strides have been made in social acceptance of different body types, sizes, and shapes, but we still have a long way to go. WNBR offers riders a chance to honor their bodies publicly and on their terms. A core principle of the ride is a celebration of selfhood and personal choices, such as the choice to love oneself.

Despite the event's name, participants are not required to ride naked. Each person may choose his/her own level of comfort without fear of reprisal or judgment. Also, bicycles are not mandatory; any human-powered transport is acceptable.

The ride will begin at 11:00 AM, June 15, 2019 at a location to be announced at least 24 hours beforehand. A designated viewing location for the press and public will also be announced.

For further information:

<http://www.madisonwnbr.org> (Madison's page on worldnakedbikeride.org)  
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