

For Immediate Release • June 9, 2016

WORLD-WIDE CELEBRATION COMING TO MADISON JUNE 18

Madison bicyclists take to the streets for a seventh year

MADISON—On June 18, the global summer celebration of body acceptance and freedom from oil known as World Naked Bike Ride will return to Madison for a seventh voyage.

The ride is a celebration of beauty, recognizing the beauty of the human body comes in many shapes, sizes and forms.

The event also aims to draw attention to bicycling as a clean and healthy means of transportation.

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 ride will begin at 11:00 AM, June 18, 2016, at a location to be announced at least 24 hours in advance to members of the Madison World Naked Bike Ride Yahoo! Group, located at <https://groups.yahoo.com/neo/groups/WorldNakedBikeRideMadison/info>

A designated viewing location for the press and public will be announced before the ride.

The event is an international phenomenon. The first World Naked Bike Ride 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:

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

madisonnakedbikeride@yahoo.com

Peter Keating (608) 616-0162

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