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WORLD NAKED BIKE RIDE COMES TO MADISON

Local cyclists join world-wide demonstration to support clean energy, healthy transport, and body acceptance.

MADISON, WISCONSIN – On June 19th, in the wake of the biggest oil spill in world history, Madison cyclists will join a world-wide demonstration in support of clean, alternative energy, and of body freedom and acceptance. In more than 70 cities around the globe, riders promote freedom from fuels that poison our air and water – by freeing themselves of clothing.

The World Naked Bike Ride started in 2004 to protest our planet's ever-growing dependence on polluting fossil fuels, a dependence that cannot be sustained and which threatens all life on the planet. The event also promotes alternatives to oil, focusing on bicycles as a clean and healthy form of transportation. The spirit of the demonstration is against body shame, and in support of body freedom and acceptance. Riders recognize the inherent goodness of the human body, and of respecting our bodies in how we eat, how we travel and how we live. These values are all expressed in the act of riding bikes through the streets of major cities “as bare as you dare,” which means that participants ride wearing little or no clothing. Riders might be adorned only with body paint, or with a small, colorful costume, or with nothing at all. Riding in this state expresses their desire to live in a world that honors and respects the freedom of the human form.

In six short years the World Naked Bike Ride has become an international event, occurring in over 20 countries. One of the largest rides occurs every year in Chicago. On June 19th, this joyful and artistic protest will come to Madison, which will host The World Naked Bike Ride for the first time. Organizers announced that Madison's event will begin at about 11:00 AM at a location to be announced shortly before the ride. A public viewing area will also be announced for the press and for anyone who wishes to witness this expression of healthy freedom from cars, pollution, and clothing.

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