

For Immediate Release • May 6, 2011

**WORLD NAKED BIKE RIDE RETURNS TO MADISON JUNE 18**  
**Cyclists in Madison to join worldwide event celebrating freedom from oil-dependency**

**MADISON** - Local bicyclists once again will gather in the state capital for a summer clothing-optional ride in support of clean alternative energy and body acceptance.

Everyone is welcome to join in the ride, which will begin at 11 AM June 18, 2011, at a location to be announced within 24 hours of the event. Participants should plan on riding bicycles or other human-powered conveyances, such as inline skates or unicycles.

Interested parties are encouraged to join the Madison World Naked Bike Ride Yahoo! Group for more information and updates as they become available.

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

The ride will be both a protest and a celebration. The protest is against our dependence on fossil fuel. This resource is scarce and expensive, and our ongoing need for it has led to bloodshed, international conflict, economic strain and ecological disaster. Cycling is a fun and healthy alternative, and by riding our bikes naked we hope to encourage others to avail themselves of it.

The riders will also celebrate the beauty of the human body. We believe that the body is a beautiful thing, not something to be hidden away. By riding our bikes naked we encourage people of all ages and body types to shed themselves of shame and show respect and appreciation for their bodies.

Billed "bare as your dare," participants are encouraged to wear as much or as little clothing as they see fit. Similar events in Madison and other cities have seen participants in colorful underclothes, body paint, and costume pieces, along with others who rode au naturel. Bicycles are sometimes decorated or modified to reflect the joyful and ebullient mood of the event.

The press and public will be able to view the riders as they pass at a designated viewing area to be announced shortly before the date of 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's page on Wikipedia.com. By 2010, the event had grown to include rides in 74 cities and 17 countries.

For more information:

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

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