

For Immediate Release • June 4, 2022

MADISON CELEBRATES 12TH ANNUAL WORLD NAKED BIKE RIDE
Cyclists to participate in clothing-optional ride

MADISON - All are invited to join Madison's World Naked Bike Ride (WNBR) on June 18, 2022. Since 2004, these family-friendly clothing-optional events have been held annually in cities all over the world, highlighting the social, environmental, and psychological costs of dependence on petroleum products for transportation and convenience.

Americans use 100 billion plastic bags a year, which require 12 million barrels of oil to manufacture (<http://www.wmnorthwest.com/guidelines/plasticvspaper.htm>). WNBR provides a unique opportunity for participants to exercise their oil independence by using human-powered machines and by making choices in what they bring and what they wear, practices that will hopefully become part of their daily lives.

The event also provides a venue in which to celebrate selfhood and agency, in defiance of a media-engineered hatred of one's body. Our bodies tell our stories, and our stories make us human. Riders experience joy, peace, acceptance, and community as part of the WNBR.

Any level of clothing-optional coverage is welcome, as are all forms of human-powered transportation. In years past, participants have biked, skateboarded, and inline skated.

The ride will begin at 11:00 AM, June 18 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 page on worldnakedbikeride.org)
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