

For Immediate Release • May 27, 2025

MADISON TO CELEBRATE WORLD NAKED BIKE RIDE ON JUNE 21
Cyclists participate in clothing-optional demonstration

MADISON - Saturday, June 21st, will mark the 15th World Naked Bike Ride (WNBR) to be held here. It is one of dozens around the world, joyous celebrations in rejection of oil dependency, and in support of body-positivity.

We add 34 billion metric tons of CO2 and 400 million metric tons of methane to the earth's atmosphere every year. We are turning the planet into desert, obliterating ecosystems and species, and suffering previously unimaginable weather events. Plastics choke our waters. Microplastics reside in our brains and breast milk. All this is for convenience and pay-to-play short-term profits. We ride against complacency, hopelessness, and business as usual.

No one has a movie star body, not even movie stars. Our bodies are living machines, feral, flawed, durable, and unique. However, shame is imposed by relentless media promotion of unrealistic beauty standards and our failure to achieve them. Our misguided culture presumes to critique and belittle people for what they are. We ride to affirm the integrity and purity of our noble corporeal form.

Nudity is not mandatory; "Bare As You Dare" is the guideline of the day. Participants may choose their own level of comfort without fear of reprisal or judgment, and are expected to extend that courtesy to all others. Also, bicycles are not required; any human-powered transport is acceptable as long as riders respect one another, traffic rules, and the event's spirit.

The ride will begin at 11:00 AM. Registered participants will be informed of a gathering point at least one day in advance. As always, the route will not be publicized, however, a designated viewing area will be announced.

For further information:

<http://www.MadisonWNBR.org> (Madison page on worldnakedbikeride.org)

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