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JUNE 15 SET FOR WORLD NAKED BIKE RIDE
Cyclists to participate in clothing-optional demonstration

MADISON - Saturday, June 15th, will mark the 14th 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.

As we face climate change, we must acknowledge the negative impact of petroleum products, from gasoline-powered cars to single-use plastics to microplastics. Plastic waste chokes and starves wildlife, all for our selfish, momentary convenience, and its manufacture pollutes our planet. WNBR participants are challenged to exercise their oil independence by using human-powered machines and making choices in what they bring and what they wear, with the goal of practicing that awareness in full view of the public, and every day thereafter in their daily lives. Observers of the ride are challenged to examine their lives and behaviors similarly.

A core principle of the event is a celebration of selfhood and personal choices, such as the choice to love oneself. Many petroleum products serve a media-sponsored vision of "beauty" and engender hatred of one's body: cosmetics, skin "care" products, depilatory chemicals, bleaches and dyes, synthetic clothing. Many personal and social ills are due to poor self-esteem linked to appearance. Attitudes are changing, and acceptance is widening, but there is more work to be done to recognize each of us in the human family. WNBR provides riders a unique opportunity to honor their bodies publicly, and on their terms.

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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