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WORLD NAKED BIKE RIDE SET FOR JUNE 17
Local iteration of world-wide clothing-optional demonstration

MADISON - Saturday, June 17 will mark the 13th World Naked Bike Ride (WNBR) in Madison, one of dozens held in cities internationally. Madison's ride, like others around the world, is a joyous celebration of freedom from and rejection of oil dependency, and in support of body positivity.

We are all aware of the negative impact of petroleum products - from gasoline-powered cars to single-use plastics. Microplastics appear in the remotest parts of the world; the Great Pacific Garbage Patch exceeds twice the area of Texas. Plastic waste chokes and starves wildlife, all for our selfish, momentary convenience. WNBR challenges participants to exercise their oil independence not only by using human-powered machines, but also by making choices in what they bring and what they wear, with the goal of practicing that awareness in full view of the public and in their daily lives.

Many petroleum products serve media-sponsored vision of "beauty" and engender hatred of one's body, from cosmetics, skin "care" products, depilatory chemicals, bleaches and dyes, to synthetic clothing and undergarments. Many personal and social ills stem from 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. A core principle of the ride is a celebration of selfhood and personal choices, such as the choice to love oneself.

You may participate in Madison's WNBR non-naked, choosing your own level of comfort without fear of reprisal or judgment, as long as you extend that courtesy to all other riders. "Bare as you dare" is the guideline of the day. Also, bicycles are not mandatory; 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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