



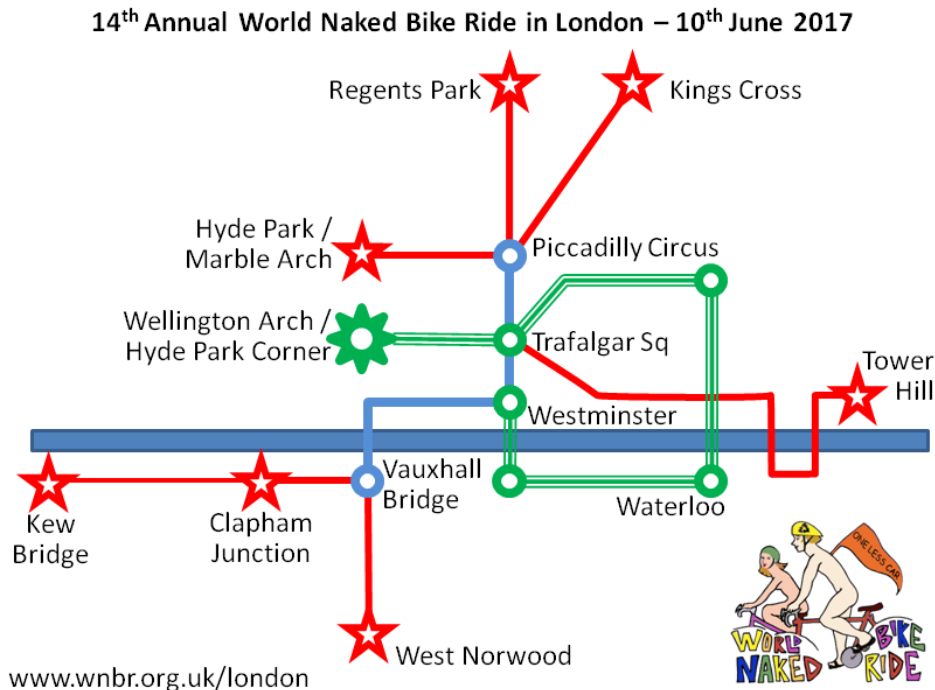
# Press Release and Photocall World Naked Bike Ride London 2017

10<sup>th</sup> June 2017 for immediate release



## 14<sup>th</sup> annual World Naked Bike Ride in London rides today

WNBR London sets off today on the biggest ever London leg of the World Naked Bike Ride from seven start points at Tower Hill, Regents Park, Kings Cross, West Norwood, Hyde Park, Clapham Junction, and Kew Bridge. The routes merge into the spectacular 1,000+ rider peloton of the WNBR.



This year's ride has posed more dilemmas than usual. Since the ride was scheduled, there have been two terrorist attacks on the route. The riders have also found themselves in the aftermath of an unexpected General Election, which has led to at least two protest movements vying to occupy Parliament Square at the same time. There are also events taking place to celebrate Prince Philip's birthday along with rehearsals for Trooping the Colour, and the Police are not divulging details about the timing of road closures for security reasons.

The Tower Hill group were scheduled to cross London Bridge and pass by Borough Market. They were test riding that route only hours before the second attack, so the impact feels very close to home. Out of respect and to avoid the risk of causing any upset, the route has

been changed, but the riders will be stopping nearby to pay respect and reflect in whichever way each individual feels moved to do.

WNBR is resolute in the belief that we must not let such incidents deter people from going about their lives. We will not let these people win.

The mission of WNBR is an important one. It seeks to improve lives through healthier lifestyles, reduced pollution and safer roads. WNBR London will ride as planned.

The remainder of this media information pack is broadly unchanged from previous releases you will have received.

### **Where and when to find WNBR London**

This year's ride is on Saturday 10<sup>th</sup> June 2017. Planned start times, subject to change, are:

- Tower Hill, 14:30 assembly, 15:00 departure, Trinity Square Gardens
- Kings Cross, 14:15 assembly, 15:00 departure, Lewis Cubitt Park
- West Norwood, 11:00 body painting, 14:00 assembly, 14:30 departure, Norwood Rd
- Hyde Park, 14:15 assembly, 15:00 departure, North Carriage Drive
- Regents Park, 14:30 assembly, 15:00 departure, Cumberland Green
- Clapham Junction, 14:30 assembly, 14:45 departure, Grant Road
- Kew Bridge, 13:30 assembly, 13:45 departure, north end of the bridge

The finishing time is hard to predict, given the likelihood of crowds and hold ups. We aim to complete the ride around 17:30 to 18:00. The West Norwood group also offers an optional return ride and BBQ, which is open to all riders.

### **About the World Naked Bike Ride**

The World Naked Bike Ride is a global protest movement with rides in cities around the world. There are currently 124 WNBR flags on the world map. As well as promoting healthy life choices it can also be the best fun you can ever have on two wheels. The London ride has the excitement of a carnival, with big crowds to cheer it on.

Every year, in cities around the world, people ride bikes naked to celebrate cycling and the human body. The ride demonstrates the vulnerability of cyclists and is a protest against car culture. WNBR is a world-wide campaign, with a number of linked themes.

#### **WNBR's objectives are to:**

- **Protest against the global dependency on oil**
- **Curb car culture**
- **Obtain real rights for cyclists**
- **Demonstrate the vulnerability of cyclists on city streets**
- **Celebrate body freedom**

## Scheduled WNBR Rides in the UK

Brighton	Sunday, 11 June 2017
Bristol	Sunday, 4 June 2017
Cambridge	Saturday, 17 June 2017
Canterbury	Saturday, 27 May 2017
Cardiff	Saturday, 17 June 2017
Chelmsford	Saturday, 24 June 2017
Clacton	Saturday, 15 July 2017
Colchester	Saturday, 8 July 2017
Edinburgh	Saturday, 10 June 2017
Exeter	Saturday, 24 June 2017
Folkestone	Saturday, 1 July 2017
London	Saturday, 10 June 2017
Manchester	Friday, 9 June 2017
Newcastle-Gateshead	Saturday, 1 July 2017
Portsmouth	Sunday, 9 July 2017
Southampton	Friday, 2 June 2017
Worthing	Sunday, 2 July 2017
York	Sunday, 25 June 2017

## Participation

Anyone with a bicycle is welcome to participate for free, so long as they support the objectives of the World Naked Bike Ride.

Riders will be of all ages. Many couples take part. Families are welcome but children should be accompanied by their parent or guardian and should be appropriately dressed. We welcome all people from all backgrounds and want the ride to promote London's unique diversity and inclusivity for bike riders, including those new to cycling who want to gain the confidence to ride on London's roads – and want them to be safe. Whatever your ability or able-bodiedness or type of bike (handbikes, trikes, electric bikes, tandems, chariots, any bikes) you are welcome.

It is not a race. Riders will be guided by the marshals at a pace that suits the least able participants and best serves to communicate WNBR's messages and objectives.

This is a "naked bike ride" so clothing is optional. We advise riders to wear shoes for safety reasons. No one should get naked before the official start of the ride or spend an unnecessarily long time dressing at the end. The protest has a carnival feel, so you are welcome to adorn yourself with colourful patterns and slogans, fly flags and wear fancy dress. Many suitable slogans can be found on the website. You will probably want a rucksack, panniers or a bicycle basket to carry your belongings. (There is no place to leave things while you ride.) Don't forget the suncream!

As a protest, the ride is cleared in advance with the Police. Contrary to popular belief, as enacted in the Sexual Offences Act 2003, in England nakedness is not illegal unless you are

doing it intending to alarm or distress someone – which clearly is not the intention of WNBR. Provided riders do not break other laws there should be no problem. Clearly, people should follow the requests of the Police regardless of whether the law is on their side. We believe that some visibility of non-sexual nudity of diverse ordinary people is a good antidote to the highly distorted view that young people can develop about body image, normal human bodies, adult behaviours and loving relationships.

Participants can register via one of the FaceBook events [<https://www.facebook.com/pg/WNBR-London-182853265124724/events/>] – and invite friends, family and colleagues. If people want to keep it quiet and stay anonymous, they can just turn up on the day – it is free and there is no requirement to register. For details and updates visit the World Naked Bike Ride website [<http://wnbr.org.uk/london/>]

## **Costs and Funding**

WNBR is made possible by volunteers and donors. No one is paid for working on WNBR, but there are several things that cost money, such as road closure fees, communications equipment hire, printing, etc. The ride is completely free to attend. Supporters can make donations towards the costs via PayPal using the “Donate” buttons on the WNBR London website or FaceBook pages.

## **Photocall – 10<sup>th</sup> June 2017**

This protest takes place on the streets of London and attracts many professional and amateur photographers and filmmakers. As such, we are not in a position to impose conditions or restrictions.

As a campaign, we welcome and support positive media coverage. We will assist media to obtain good coverage provided they follow some basic rules to respect our participants – most of whom are supporting our cause but not seeking to become accidental soft porn stars.

We ask you to follow these rules to respect the participants’ privacy and thus merit our co-operation:

- Images featuring individuals should only be obtained with their explicit consent.
- Images featuring faces in a crowd should not be blown up to feature individuals without their consent.
- This is a ride, so images should be of people riding.
- We do not welcome images of people undressing, dressing or standing around waiting – these miss the point and appear exploitative.
- We have had problems with unwelcome photography by members of the public who are determined to get unauthorised close ups of naked people – so you can expect some adverse reactions if you do so.
- We advise you to have clearly visible PRESS identification so that you are not mistaken for problem photographers and so that people can avoid you if they wish.

The ride has seven start points. To see the full impact you should wait until the separate groups have converged around Westminster Bridge. The riders will later re-group and should form a solid block in the Holborn area.

Good photographic points include:

- Westminster Bridge (15:45 to 16:15)
- Waterloo Bridge (16:00 to 16:30)
- Great Queen St, eg passing Freemasons' Hall (16:45 to 17:15)
- Trafalgar Square (17:00 to 17:30)
- The Mall and Buckingham Palace (17:15 to 17:45)

Journalists and photographers sometimes like to travel with the ride. You may prefer to hire a pedal taxi chariot so that you can work on the move. We advise against any form of motorised transport as it is likely to irritate the participants and conflicts with the themes of the ride.

We understand that a post-election event, now renamed "*May Has To Go Party/Protest #notourgovernment*", will be taking part in Parliament Square that afternoon. We do not expect any friction with that event. It involves speeches and music and may present some additional photo opportunities.

We also understand that another anti-May protest called "*Protest: Down With Tory/DUP Racism and Bigotry*" is expecting to gather in the same place and march to Downing St. At this time WNBR does not have information on whether that will create any difficulties.

All timings are approximate and can be impacted by traffic conditions, closures, diversions, other events etc. Contact us for an update a day or two beforehand - after the final test ride has confirmed our plans.

## Links

[www.wnbr.org.uk/london](http://www.wnbr.org.uk/london)

<https://www.facebook.com/WNBR-London-182853265124724/>

<https://www.facebook.com/pg/WNBR-London-182853265124724/events/>

@WNBRLondon

WNBR London is part of Bike Week [<http://bikeweek.org.uk/>]



London Bicycle Tour Company [<http://www.londonbicycle.com/hire/event-wnbr>]

## Resources

Requests for further information are welcome at [london@wnbr.org.uk](mailto:london@wnbr.org.uk). There is also a depth of information available on the WNBR wiki site that is accessed via <http://wnbr.org.uk/london>.

Requests for interviews should be made via our Press Office at [londonpress@wnbr.org.uk](mailto:londonpress@wnbr.org.uk).

We produce, collect and collate photos and videos, but we are usually too busy guiding the ride to be able to circulate these on the day. However, we grant you permission to use anything we share on our official Twitter feed (@WNBRLondon) or our FaceBook page (<https://www.facebook.com/WNBRLondon/>). Here are some resources from previous rides.

A video of the ride in 2014 was produced to meet social media standards, avoiding the display of private parts and female nipples through tight and sometimes clumsy editing. This gives a good representation of what it looks and feels like to be a participant. Clips may be used for the purpose of illustrating WNBR in a positive manner. We can supply original out-of-the-camera clips if requested in advance.



See <https://vimeo.com/125406031>

This video has been produced in accordance with common social media standards. It has been carefully edited to contain no bad language, no private parts, no female nipples, and no fully exposed bottoms. This video was filmed in June 2014.

Many photos are available on the internet; most are somewhat exploitative, taken without consent and not approved for publication.

We rely on your judgement for suitability in any given publication. Some photos might not be suitable for a family audience. Use of the photos below for the purpose of promoting WNBR in 2017 has been approved by the named photographers and any featured individuals. Photography credits are preferred but not essential. Please do not blow up crowd scenes and backgrounds to feature people who are just a face in the crowd.

These and several more photos and images can be downloaded from a temporary Google Drive folder – please do not publish the address of the folder! Alternatively, email us to request a copy. See <https://drive.google.com/open?id=0Bw9utABL3mPxX3RrakliTXgyY1k>

World Naked Bike Ride passing by Waterloo, London. Photo by: BAZ

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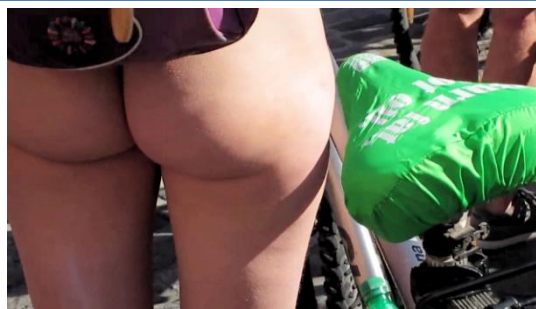
Ride leader Natasha shepherding the World Naked Bike Ride past Buckingham Palace. Photo by Scott Hortop

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WNBR Rider with “Burn Fat Not Oil” slogan saddle cover. Photo by: Cy Wol

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1280x720



Naked bike riders keep their shoes on! Photo by: Cy Wol

mvi\_3573e.jpg  
1280x720



World Naked Bike Ride participants outside County Hall (June 2014) Panoramic Shot. Photo by: Biggsytravels

biggs160231.jpg  
7283x988



World Naked Bike Ride participants on The Mall (June 2014). Photo by: Biggsytravels

biggs171112.jpg  
2840x1228



Naked Bike Rider vs London Traffic. Photos by: Cy Wol (from video stills – low resolution)

vs170429-004.jpg  
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Naked Bike Rider vs London Traffic. Photos by Cy Wol (from video stills – low resolution)

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Naked Bike Rider vs London Traffic. Photos by Cy Wol (from video stills – low resolution)

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World Naked Bike Ride bicycle, decorated with flag and slogans. Photo by: Cy Wol

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World Naked Bike Ride participants outside County Hall (June 2014). Photo by: Biggsytravels

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World Naked Bike Ride participants approaching Trafalgar Sq (June 2014). Photo by: Biggsytravels

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World Naked Bike Rider with flag. Photo by Cy Wol

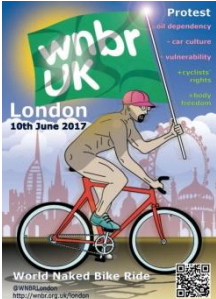

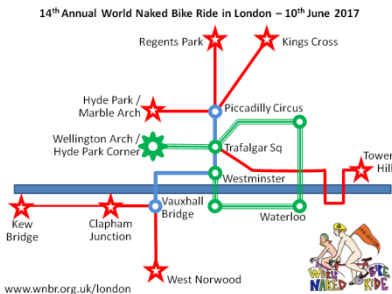

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WNBR London Flyer 2017 (photo collage)  
wnbr17flyerv5.jpg

793x1122 (also available as pdf)



<p>WNBR London Flyer 2017 (cartoon rider)          WNBRLondon2017A4v3.jpg</p> <p>1663x2348</p>	
<p>WNBR London Flyer 2017 (skyline couple)          WNBRLondonSkyline2017.png</p> <p>1040x720</p>	
<p>Route Map          London2017RouteDiag.png</p> <p>809x618</p>	
<p>WNBR Tandem Logo          WNBRTandemlogo.png</p> <p>859x964</p>	

This media information was prepared by

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