



# Press Release and Photocall for Saturday's World Naked Bike Ride London 2018

Issued 8<sup>th</sup> June 2018 for 9<sup>th</sup> June release



## **15<sup>th</sup> annual World Naked Bike Ride in London rides on Saturday**

WNBR London rides for the 15<sup>th</sup> time on the London leg of the World Naked Bike Ride from six start points at Tower Hill, Regents Park, West Norwood, Hyde Park, Clapham Junction, and Kew Bridge. The routes merge into the spectacular 1,000+ rider peloton of the WNBR.

### **Hot news on cycling demographics in London**

Demographic analysis of London's World Naked Bike Ride supporters shows that there are more women than men aged under 35. That is great news for the future of cycling and the future of the World Naked Bike Ride. Cycling and WNBR should be for everyone! There are more men in the over-35s, giving an overall balance or around one third women.

### **Blockages**

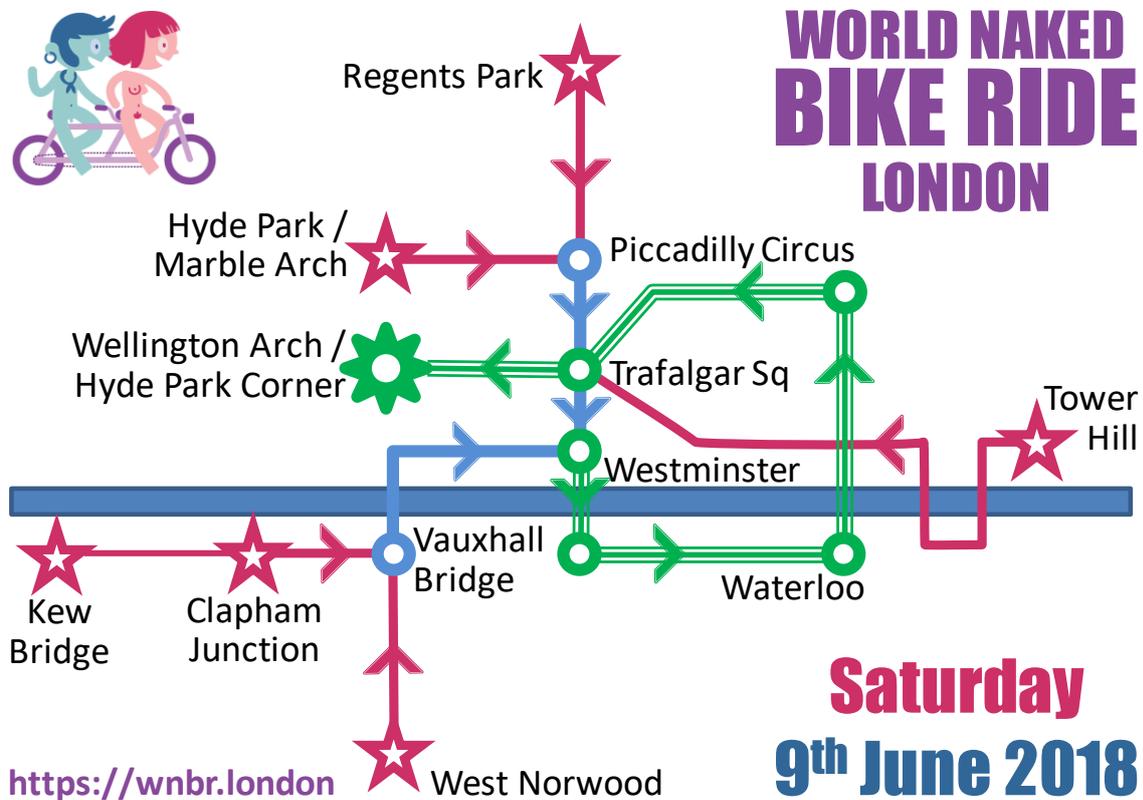
We are aware of multiple blockages in Central London this year. We are used to encountering other events and protests, but this year TfL and Police advice is that parts of our routes will be impassable. The ride leaders have already made alterations to plans and will be ready to divert during the ride depending upon police advice and circumstances.

We understand Unite Against Fascism (UAF) plan to gather on Whitehall near Downing St, whilst the friends of Tommy Robinson plan to meet at Trafalgar Square and walk down towards Downing St. Whitehall will be closed. WNBR London will be avoiding this area – even though our lawful protest was authorised to have access to this route.

There are also other closures and protests. Roads should be reopened after the Trooping of the Colour, but there is a possibility that they will remain closed if there are disturbances.

## Routes

Riders can choose from short leisurely rides or longer, harder routes into the centre before merging together into the spectacular 1,000+ rider peloton of the WNBR.



Kew Bridge is a longer feeder ride, aiming to cross the meandering Thames several times before joining in with the Clapham Junction start for a looping route into the centre.

West Norwood is also a moderately long ride, including options for body painting from 12:00, a return trip and BBQ party after the ride.

The other rides are relatively easy rides into the centre. Hyde Park is the best known starting point and always attracts large crowds (including photographers), so those riders need to enjoy being in a crowd!

Tower Hill is arguably the most scenic ride, starting alongside the Tower of London, crossing four bridges, riding alongside the river. It's handy for London Bridge, Waterloo, Charing Cross, Fenchurch St and Liverpool St stations.

Regents Park is an easy ride down through the centre of town and is convenient if you are bringing your bike in via Euston or Kings Cross stations.

All the routes merge for the core part of the route, from Westminster Bridge onwards, to form the 1,000+ rider peloton (which always moves at a safe, comfortable pace and gets stuck a bit). The main route ends near Hyde Park Corner.

## Where and when to find WNBR London

This year's ride is on Saturday 9<sup>th</sup> June 2018. Planned start times are:

- Clapham Junction, 14:30 assembly, 14:45 departure, Grant Road
- Hyde Park, 14:30 assembly, 15:00 departure, North Carriage Drive
- Kew Bridge, 13:30 assembly, 13:45 departure, north end of bridge
- Regents Park, 14:20 assembly, 14:50 departure, Outer Circle near Cumberland Green
- Tower Hill, 14:00 assembly, 14:45 departure, Trinity Square Gardens
- West Norwood, 12:00 body painting, 14:30 departure, 242 Norwood Rd

The finishing time is hard to predict, given the likelihood of crowds, diversions and hold ups. We aim to complete the ride near Hyde Park Corner around 17:30 to 18:00.

An onward ride will head for an Afterparty venue, then return to Clapham Junction and West Norwood where the group offers an optional BBQ, which is open to all.

## 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, 10 June 2018
Bristol	Sunday, 17 June 2018
Cambridge	Saturday, 16 June 2018
Canterbury	Cancelled - safety concerns
Cardiff	Saturday, 16 June 2018
Chelmsford	Saturday, 23 June 2018
Clacton	Saturday, 21 July 2018
Colchester	Saturday, 14 July 2018
Edinburgh	No ride this year
Exeter	Saturday, 7 July 2018

Folkestone	Saturday, 30 June 2018
Hastings	Sunday, 3 June 2018
London	Saturday, 9 June 2018
Manchester	Friday, 8 June 2018
Newcastle-Gateshead	tbc
Portsmouth	Saturday, 2 June 2018
Scarborough	tbc
Southampton	Friday, 1 June 2018
Worthing	tbc
York	Saturday, 23 June 2018

## Participation

Anyone with a bicycle is welcome to participate for free, so long as they support the objectives of the World Naked Bike Ride. If you don't have your own bike in London, there are several bike hire shops available or you could use London's famous "Boris Bikes" – Santander Cycles. The London Bicycle Tour Company [<http://www.londonbicycle.com/hire/event-wnbr>] is offering a special hire deal for WNBR.

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, since 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 [<https://WNBR.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 – 9<sup>th</sup> June 2018

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 (15:30 to 16:15)
- Waterloo Bridge (16:00 to 16:30)
- Great Queen St, eg passing Freemasons' Hall (16:45 to 17:15)
- Trafalgar Square if it is passable (17:00 to 17:30)
- The Mall and Buckingham Palace if the road is open (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.

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

<https://wnbr.london>

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

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

@WNBRLondon (<https://twitter.com/WNBRLondon>)

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



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

## Resources

More information is available at <https://WNBR.London>

Requests for further information are welcome at [london@wnbr.org.uk](mailto:london@wnbr.org.uk).

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

A 30 second advert is [available for download](https://www.youtube.com/watch?v=CVkeET0Ik6E), or viewable at <https://www.youtube.com/watch?v=CVkeET0Ik6E>.

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 violence, 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 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 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 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

DSCN2536ce2.JPG  
1979x1979



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

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\_DSF5087.jpg  
3000x2207



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

vs170429-001.jpg  
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  
1280x720



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

vs170429-003.jpg  
1280x720



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

vs170429-002.jpg  
1280x720



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

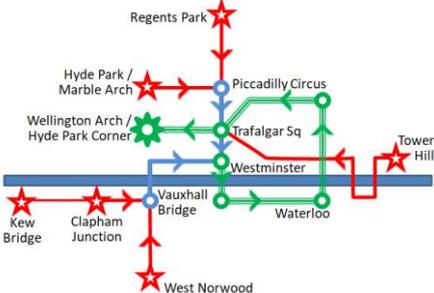
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World Naked Bike Ride participants approaching Trafalgar Sq (June 2014). Photo by: Biggsytravels

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2046x1200



<p>World Naked Bike Rider with flag. Photo by Cy Wol</p> <p>IMG_0218e.JPG 500x625</p>	
<p>WNBR London Flyer 2018 (photo collage) wnbr18flyerA2v2xpdf.jpg</p> <p>2382x3368 (also available as A2 pdf)</p>	
<p>WNBR London Flyer 2018 (cartoon rider) WNBR2018CartoonPosterA3.jpg</p> <p>1122x1587 (available as A3 pdf)</p>	
<p>WNBR London skyline couple Riders(blank).jpg</p> <p>1040x720</p>	
<p>Route Map</p> <p>RouteDiag2018.png</p> <p>768x520</p>	
<p>WNBR Tandem Logo</p> <p>WNBRtandemlogo.png</p> <p>859x964</p>	

This media information was prepared by

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<https://WNBR.London>

<https://www.facebook.com/WNBRLondon/>

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