



# Press Release

## World Naked Bike Ride London 2019

16<sup>th</sup> January 2019 for immediate release



### **Date announced for the 16<sup>th</sup> annual World Naked Bike Ride in London**

World Naked Bike Ride (WNBR) has today set the date for London's 2019 ride. It will be held on the afternoon of Saturday 8th June, 2019. The date coincides with the Trooping of the Colour in the morning, so there should be good crowds to cheer them on and maybe the riders will once again sing Happy Birthday to the Queen.

As usual, the ride will have multiple start points, which will be confirmed at a later date. These start points will offer riders the choice of short, slow rides or longer, faster rides into Central London. The routes will allow the environmental campaign to deliver its messages on over 50 miles of London's congested and polluted streets. The groups will converge in Central London to form a 1,000+ rider peloton.

WNBR London has been taking to the streets in June every year since 2004, making this its 16th annual London ride. It's free, it's fun, it's legal and it's making the world a better place for everyone. The World Naked Bike Ride movement promotes a cleaner environment, safer roads, healthier lifestyles and better attitudes.

### **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

Dates have not yet been set for many of the UK rides. Rides are likely to be held in:

- Brighton
- Bristol
- Cambridge
- Canterbury
- Cardiff
- Chelmsford
- Clacton
- Colchester
- Edinburgh
- Exeter
- Folkestone
- London
- Manchester
- Newcastle-Gateshead
- Portsmouth
- Southampton
- Worthing
- York

## Participation

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

Cycling and WNBR should be for everyone. Riders will be of all ages. Overall, around a third of our supporters are women, rising to over 50% for under-35s.

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.

Many couples take part. Families are welcome but children should be accompanied by their parent or guardian and should be properly dressed. Parental guidance is advised to ensure the beneficial intent of the ride is understood and well received.

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; participants seek to gain attention for the cause by presenting a good-natured, entertaining spectacle. 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.

## 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.

## Resources

Requests for further information are welcome by email at [london@wnbr.org.uk](mailto:london@wnbr.org.uk). There is also a depth of information available on the website at <https://WNBR.London>.

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

We will produce a press release and photo call closer to the date, which will provide guidance as to locations and timings for photography.

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 you may use 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 brutal 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>

A 30 second preview is available showing some “best bits” filmed between 2011 and 2018. See <https://vimeo.com/288711952>






These videos have been produced in accordance with common social media standards. They have been carefully edited to contain no bad language, no private parts, no female nipples, and no fully exposed bottoms.

There is also a 5 minute video of the 2018 ride at <https://vimeo.com/287451211>. This video has not been censored for family viewing and should be shared with appropriate warnings and/or restrictions.

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 London 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>

<p>World Naked Bike Ride passing by Waterloo, London. Photo by: BAZ</p> <p>DSCN2536ce2.JPG 1979x1979</p>	 A high-angle photograph showing a massive crowd of cyclists filling a city street. The cyclists are densely packed, and the street is lined with buildings and parked cars.
<p>Ride leader Natasha shepherding the World Naked Bike Ride past Buckingham Palace. Photo by: Scott Hortop</p> <p>Naked-Bike-Ride-London-WNBR-20150613- _DSF5087.jpg 3000x2207</p>	 A photograph of a woman, identified as ride leader Natasha, smiling and looking towards the camera. She is wearing a bikini and has a large, dark, spiky headpiece. She is on a bicycle, and other cyclists are visible in the background.
<p>World Naked Bike Ride London 2018. Riders begin to converge at the rendezvous. Photo by: Cy Wol</p> <p>IMG_6805E.JPG 4000 x 1238</p>	 A wide-angle photograph showing a large crowd of cyclists gathered at a rendezvous point. The cyclists are spread across a wide street, and the background shows city buildings.
<p>WNBR Rider with “Burn Fat Not Oil” slogan saddle cover. Photo by: Cy Wol</p> <p>vs170429-001.jpg 1280x720</p>	 A close-up photograph of a cyclist's rear and saddle. The cyclist is wearing a purple bikini bottom. The saddle cover is bright green and has the slogan "Burn Fat Not Oil" printed on it.
<p>Naked bike riders keep their shoes on! Photo by: Cy Wol</p> <p>mvi_3573e.jpg 1280x720</p>	 A close-up photograph of a cyclist's feet on the pedals of a bicycle. The cyclist is wearing sandals and yellow sneakers. The bicycle is blue and black.

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 – medium resolution)

vs170429-004.jpg  
1280x720



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

vs170429-003.jpg  
1280x720



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

vs170429-002.jpg  
1280x720



World Naked Bike Ride, London, 2018. Paula displays her bodypaint designs. Photo by Cy Wol.

IMG\_6831e.JPG  
2837x3548



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

vs170406-001.jpg  
1280x720



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

biggs155604.jpg  
2404x2405



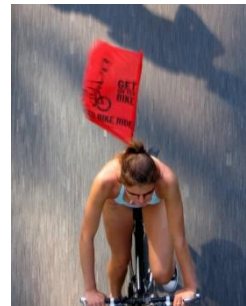
World Naked Bike Ride participants approaching Trafalgar Sq (June 2014). Photo by: Biggsytravels

Biggs14170344.jpg  
2046x1200



World Naked Bike Rider with flag. Photo by Cy Wol

IMG\_0218e.JPG  
500x625



WNBR Tandem Logo

WNBRtandemlogo.png  
859x964



This media information was prepared by:

**World Naked Bike Ride London**

[london@wnbr.org.uk](mailto:london@wnbr.org.uk)

<https://WNBR.London>

<https://www.facebook.com/WNBRLondon/>  
[@WNBRLondon](https://www.facebook.com/WNBRLondon/)