



Press Release

Not The World Naked Bike Ride London

Issued 15th May 2020



World Naked Bike Ride London becomes #NotTheWorldNakedBikeRide

WNBR.London organisers have unveiled plans for a programme of **#NotTheWorldNakedBikeRide** activities on Saturday 13th June 2020 in place of the postponed 17th annual gathering of naked protesters.

The Government is recommending cycling for exercise and travel. Cycling UK is promoting socially distanced cycling for #7DaysOfCycling as a substitute for Bike Week rides. Likewise, WNBR.London encourages safe cycling as a form of exercise as well as a good way to travel around London.

Activities on 13th June are intended to promote the campaign themes of WNBR, without incurring additional risks for participants or the public. At this time, it remains wise to continue social distancing, so all activities are intended to be performed safely in isolation.

WNBR.London events on 13th June are:

All day: WNBR London Quiz – an online quiz about WNBR.London and its campaign themes

10:00 to 17:30: Exercise and surprise – safe cycling and other forms of activity people can do instead of being on the ride, either at home or safely in isolation outside. Participants are encouraged to Zoom-In or share photos – go on, surprise!

10:00 to 22:00: #NotTheWorldNakedBikeRide photo submission & prize competition – where people share photos of what they've been doing in place of riding with WNBR

15:00 to 17:30: Zoom-In #NotTheWorldNakedBikeRide – connecting supporters and special guests for chats about WNBR with a show/tell what they've been doing

16:00 and 17:00: WNBR London Watchathons – during the Zoom-In, supporters will be encouraged to watch and discuss excellent films of WNBR.London

19:00 to 21:00: #NotTheWorldNakedBikeRide Afterparty – an online afterparty session just for fun!



Full details of how to participate in these activities will be published on the web and social media closer to the date. All activities will be clothing optional and we'd love to see some body painting, fancy dress, bike decorations and flags – just like the real thing. See <https://WNBR.London> or <https://www.facebook.com/WNBRLondon/>.

Will there be a ride later in the year?

The World Naked Bike Ride in London will not take place on 13th June. Participants and spectators should not go to the start locations.

WNBR London has reviewed the latest circumstances and concluded we must continue to take a cautious approach for the safety of our participants and the general public. We believe it is unwise to encourage public gatherings in June.

We have seen no reliable evidence to indicate when it will be safe to take the ride onto the streets so we have not proposed a new date for the ride. It is possible that there will be no ride in 2020. We will review the situation at each of our monthly meetings and have the ability to mount a ride at short notice if circumstances change.

The ride has been increasingly popular over the past 16 years, with its fun, attention-grabbing campaign for safer cycling along with healthier environment, lifestyles and behaviours. This year was planned to be the biggest ride ever, with 8 start groups covering over 53 miles (85Km) of London's congested and polluted streets, crossing 14 Thames bridges on the way, before merging into a spectacular 1,000+ rider peloton.

But this June we will be focused on safety for all, and grieving for the suffering of many of our participants, supporters and the public at large. We particularly applaud the many of our supporters who are active in the response to this global crisis.

Cycling during the lockdown

We echo the views of experts and other cycling campaigns that cycling is a valuable activity during times of lockdown and social isolation. As a means of transport for essential workers it is far safer than using public transport. In terms of accident prevention, it is a much smaller factor than the driving of motor vehicles. Practised with due consideration for social distancing it is an excellent, healthy form of exercise as well as a good way to travel around London.

About the World Naked Bike Ride

The World Naked Bike Ride is a global protest movement with rides in cities around the world. The global World Naked Bike Ride wiki lists 210 cities past and present that have organised WNBR rides or sought to set one up. 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**

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.

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. We have already incurred significant costs in 2020 so we remain grateful for donations, which can be made via PayPal using the "Donate" buttons on the WNBR London website.

Links

<https://wnbr.london>

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

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

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

Donations via PayPal at https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=UGA9T8VT8HH5W

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>]

Media Resources

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

Requests for further information are welcome at london@wnbr.org.uk.

A 30 second advert is [available for download](https://vimeo.com/288711952), or viewable at <https://vimeo.com/288711952>.

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.



World Naked Bike Ride (WNBR) London
See <https://vimeo.com/125406031>

Many photos are available on the internet. Some are stolen, most are not cleared by the subjects, many are exploitative and most do not fairly reflect the character and objectives of the ride. This is why we have made some appropriate photos available for media.

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>.

<p>Alternative activity for #NotTheWorldNakedBikeRide in 2020. Photo by: Cy Wol</p> <p>exercisebikeride.jpg 2953 x 4046</p>	
<p>World Naked Bike Ride passing by Waterloo, London. Photo by: BAZ</p> <p>DSCN2536ce2.JPG 1979 x 1979</p>	
<p>World Naked Bike Ride passing by Waterloo, London. Solarised and edited for social media. This version attempts to avoid any bodily features that are unacceptable to social media. Original photo by: BAZ</p> <p>dscn2505cesolar5.jpg 2434 x 3246</p>	

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

Naked-Bike-Ride-London-WNBR-20150613-
_DSF5087.jpg
3000 x 2207



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

vs170429-001.jpg
1280 x 720



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

mvi_3573e.jpg
1280 x 720



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

biggs160231.jpg
7283 x 988



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

biggs171112.jpg
2840 x 1228



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

vs170429-004.jpg
1280 x 720



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

vs170429-003.jpg
1280 x 720



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

vs170429-002.jpg
1280 x 720



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

vs170406-001.jpg
1280 x 720



The Queen at the Houses of Parliament
Photo by Scott Hortop

The-Queen-London-Naked-Bike-Ride-
Westminster-20140614-_MG_1136.jpg
1746 x 2625



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

biggs155604.jpg
2404 x 2405



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

Biggs14170344.jpg
2046 x 1200



<p>World Naked Bike Rider with flag. Photo by Cy Wol</p> <p>IMG_0218e.JPG 500 x 625</p>	
<p>WNBR London 2020 Team Avatars</p> <p>AvatarLondonMarshals2020.jpg 3543x2598</p>	
<p>WNBR London skyline couple</p> <p>Riders(blank).jpg 1040x720</p>	
<p>WNBR Tandem Logo</p> <p>WNBRtandemlogo.png 859x964</p>	

This media information was prepared by

World Naked Bike Ride London

london@wnbr.org.uk

<https://WNBR.London>

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

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