



Press Release

1. WNBR London Abandons Hope of 2020 Ride
2. Scammers Plugging Fake WNBR London ride

Issued 21st August 2020



Since the annual World Naked Bike Ride in London was postponed due to COVID-19, organisers have continued to review advice, evidence and Government guidance. Proposals for safer substitute rides were considered in detail. Although the WNBR London Collective believed that a socially-distanced ride would be safer for participants, the Collective considered there would still be risks for spectators, who often form crowds along the route. The Collective has therefore decided not to undertake a substitute ride later in 2020. The provisional date for the next ride is Saturday 12th June 2021.

WNBR London are receiving reports that scammers are emailing about a secret WNBR London ride. It is fake. There is no ride in 2020 due to concerns about COVID-19. Supporters should not enter their lottery for a place.

No WNBR London Ride in 2020

The WNBR London Collective considered the impacts of COVID-19 based upon advice, evidence and Government guidance. It adopted a cautious approach for the safety of participants and the general public. The Collective has re-examined the situation several times since the cancellation of the planned ride, originally scheduled for 13th June 2020.

Three alternative routes were evaluated. These were designed to make use of cycle routes and quiet streets, avoiding tourist hotspots, crowded places and other bottlenecks. They were also intended to be loops with rolling starts; there would be no defined start or end points with no gatherings and no socialising. Riders would be required to wear masks and maintain safe distancing, riding in small clusters rather than the normal 1000+ peloton.

Despite these measures, the Collective decided it was not safe enough to hold a substitute ride later in 2020. This was a difficult decision as strong opinions were expressed on both sides. Many WNBR London supporters see no reason why it would be unsafe to hold this protest on the streets of London given the Government's encouragement for people to take up cycling along with the large number of seemingly unsafe protests and social activities reported in the news.

The major consideration was the safety of spectators, over whom WNBR London has no control. Tightly packed crowds often form in several places along the route.

Current statistics suggest more than one of those onlookers might be infectious and the virus could be passed on to several others in the crowd.



Scammers Plugging Fake WNBR London ride

In the run up to WNBR London's alternative #NotTheWorldNakedBikeRide online events in June, its website was hijacked by someone purporting to support Black Lives Matter. The attack seems to have been deliberately timed to sabotage the online activities and obtain contact details from our supporters.

WNBR London is now receiving reports that scammers are emailing about a secret WNBR London ride, apparently using contact details obtained by the hijack.

There is no WNBR London ride in 2020 due to concerns about COVID-19. Supporters should not enter the attackers' lottery for a place in a supposedly unpublicised ride – it is fake.

People going to our website were presented with a black screen and a message about "Black Lives Matter".



WNBR London completely empathises with that cause and, since its inception in 2004, has always tried to promote equality and diversity. However, this is a FAKE SITE and nothing to do with WNBR London or any of the other WNBR UK rides.

No data was accessed or lost. The attackers did not gain access to WNBR servers. All internet traffic was diverted to the fake site by godaddy's servers before it reached WNBR.

The full WNBR London website is now safe and operational at a safe new location, <https://WNBRLondon.UK>. Its Facebook, Twitter and Instagram accounts are all unaffected, although they have been updated to link to the new website address.

WNBR London in 2020

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.

Not the World Naked Bike Ride

Although the ride planned for 13th June 2020 was cancelled, organisers created a highly successful programme of activities that were “Not the World Naked Bike Ride”. 331 people signed up for the main Zoom-In, which included conversations with special guests, and the informal Zoom-based afterparty, which was greatly enjoyed by all.



Supporters also engaged in a wide variety of safe #NotTheWorldNakedBikeRide activities, many sending in photos for a competition.

WNBR London activities on 13th June 2020 are described in further detail on our website at: <https://wnbrlondon.uk/notwnbr>.

Cycling during the lockdown

We echo the views of the Government, experts and other cycling campaigns that cycling is a valuable activity during times of lockdown and social isolation. As a means of transport, 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.

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 WNBR wiki lists 210 cities in 35 countries that have organised WNBR rides or tried to set one up, but, of course, they are not all actively hosting rides. The movement promotes a cleaner environment, safer roads, healthier lifestyles and better attitudes.

In the UK, we normally expect WNBR rides in around 15 locations. WNBR London has been taking to the streets in June every year since 2004. The London ride has the excitement of a carnival, with big crowds to cheer it on. It's free, it's fun, it's legal and it's making the world a better place for everyone.

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. The Collective incurred significant costs in 2020 and is grateful for donations, which can be made via PayPal using the "Donate" buttons on the WNBR London website.

Links

<https://WNBRLondon.UK>

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

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

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

<https://vimeo.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://WNBRLondon.UK>

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

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

A video of the ride in 2014 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/426208046>



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>.

Crowds gather along the WNBR London route

vs200819-002.jpg
1920 x 1080 (video clip)



Afterparty - say cheers! Some of the 331 people who signed up for the #WorldNakedBikeRide Zoom-In sessions on 13th June 2020.

NotWNBRafterpartyCheers.gif
Animated GIF 1148 x 655



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

DSCN2536ce2.JPG
1979 x 1979



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

dscn2505cesolar5.jpg
2434 x 3246



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



World Naked Bike Rider with flag. Photo by Cy Wol

IMG_0218e.JPG
500 x 625



WNBR London 2020 Team Avatars

AvatarLondonMarshals2020.jpg
3543x2598



WNBR London skyline couple

Riders(blank).jpg
1040x720



WNBR Tandem Logo

WNBRtandemlogo.png
859x964



This media information was prepared by

World Naked Bike Ride London

london@wnbr.org.uk

<https://WNBRLondon.UK>

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