

# 'As Bare As You Dare' - 2012 Melbourne World Naked Bike Ride

Media Release – 27th February 2012

The World Naked Bike Ride (WNBR) annually involves local communities in hundreds of bicycle rides all over the world. The rides are an international celebration of peacefully exposing the vulnerability of bicycle riders, humanity and nature in the face of oil wars, aggression, consumerism and non-renewable energy.

Traditionally tens of thousands of bicycle riders celebrate WNBR in the northern hemisphere in June, but the Melbourne chapter of the event – “*As Bare As You Dare*”, will be celebrating the event on a autumn afternoon at 2pm, Sunday 4<sup>th</sup> March 2012.

“The day is fantastic fun, *As Bare As You Dare* is the biggest naked protest event in the Melbourne. It is the grooviest, funniest, most hippie greenie event. Riding in *As Bare As You Dare* will give you a natural high and a feeling of joy, liberation and freedom that will amaze you” said Heidi Hill, spokesperson for *As Bare As You Dare*.

“We face automobile traffic with our naked bodies as the best way of defending our dignity and exposing the unique dangers faced by cyclists and pedestrians plus all the negative effects of wars, aggression, consumerism and non-renewable energy”

“Every year the rides get bigger and even more enjoyable. Many people who are at first nervous about even attending find it no problem riding nude and making new friends in a safe, non-threatening atmosphere of peace and fun” said Heidi.

## But what if I don't want to ride nude?

Clothing is optional, the dress code for the World Naked Bike Ride is “Bare As You Dare” Participants get to decide how naked they wish to be - if that means completely naked, the decision is theirs.

## What to bring

- A trusty bicycle, helmet and shoes,
- Wear clothes that are easy to remove and put back on,
- Bring sunscreen, body paints and makeup, banners and artwork,
- Small donation to cover costs,
- Participants clothing will be looked after at a safe area.

## Where to meet

2pm, Sunday 4th March 2012, Edinburgh Gardens, Fitzroy North.

## Media and Photo Opportunities

Contact: [team@asbareasyoudare.com](mailto:team@asbareasyoudare.com)

## For further information, please contact

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