

World Naked Bike Ride Winter Wonderland Melbourne Friday 12.06.2015 8pm (10pm ride) Media Release – 12th June 2015

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 Winter Wonderland event on a winter night at 10pm, Friday 12th June 2015.

“The night 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 summer 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 “*As 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, AND LIGHTS
- Wear clothes that are easy to remove and put back on
- Bring 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

8pm dinner/drinks (for 10pm ride) Friday 12th June 2015, Fox hotel - 351 Wellington st Collingwood

Media and Photo Opportunities

Contact: info@asbareasyoudare.com

For further information, please contact

- Heidi: mobile number released on website Friday
- Facebook: World Naked Bike Ride Melbourne 2015 event

<https://www.facebook.com/events/1438713259780535/>

• Twitter: @asbareasyoudare

• Melbourne: <http://www.asbareasyoudare.com> Global: <http://www.worldnakedbikeride.org>

World Naked Bike Ride Winter Wonderland Melbourne

Friday 12.06.2015 8pm (10pm ride)

Ride guide - UPDATED - 10/06/15 – Final Map added

When – Friday June 12. 9-10pm approx. (Meet 8pm)

What – SMALL annual bike ride to peacefully protest issues including body image, cyclists' safety and Alternative lifestyles. Boost Northern Hemisphere rides taking place this weekend. London may get 2000+ riders on 5 different rides and several rides in USA also taking place.

Where – See route information below. All paths are out of CBD area.

Who – Total numbers are unknown but will be counted on day. Estimated 20-40 riders.

Contacts – info@asbsareasyoudare.com

Dallas G – (avail on the night)

Yarra City

Melbourne City – (NA)

Victorian Police

Route – Street names with stopping points below. (Map attached)



World Naked Bike Ride Winter Wonderland Melbourne Friday 12.06.2015 8pm (10pm ride) Details

Start/ End – Meet the Fox hotel Wellington St/ Alexandra Parade between 8pm for group dinner/drinks

Move to Setup area

Ride off 9-10pm. Expected ride time under 1 hour (5km)

Ride takes in Brunswick and Lygon Streets and is moving along at steady, slow pace.

Short stops at photo locations (Exhibition buildings, Lygon St) as indicated on map.

2015 WNBR Winter Wonderland Route

MEET – 351 Wellington St (the Fox Hotel) 8-10pm

START - Wellington St / Alexandra Parade

Secret undress location

Brunswick St

* Photo - Bike Lift

Johnston St - Gertrude St

* Photo - Melb Museum / Exhibition Buildings

* Projector Bike screening

Pelham St - Lygon St

* Photo - Elgin St

Elgin St - Rathdowne St - Neill St

* Photo – theDan hotel

Alexandra Parade

* Hard U Turn at Wellington St

Pass the Fox hotel

* Return to Smith Reserve to re-dress

ARRIVE – the Fox to final catchup
