



Richmond Times-Dispatch

Panty pride

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To be brief, Wednesday is the third annual National Underwear Day.

Even if you can't make it to New York for the big-time festivities, NUD's sponsor, freshpair.com, hopes you'll observe it wherever you are.

Freshpair calls NUD "a celebration of what lies beneath." Here's a quick debriefing:

Male and female models will stage a "panty parade" in New York City, including Times Square and outside Penn Station. They're not just there to out their undies; they also will poll passers-by on their choice of skivvies and ask people to sign a petition for national recognition of the occasion.

"National Underwear Day was created to bring attention to something almost everyone wears, but rarely gets the attention it deserves," says Michael Kleinmann, Freshpair COO.

Something almost everyone wears, he says. So . . . anyone out there ready to support a National Commando Day?

Au naturel might be the next big thing for some, but Kleinmann points to a new trend for men: "profile enhancing" (he doesn't mean your nose) via "contoured support pouches and features designed to lift and separate."

Step aside, ladies - the end days are here.

To sign an online petition in favor of NUD, visit nationalunderwearday.com or freshpair.com.