

8th National Underwear Day Kicks Off With 5,000 Pair Underwear Giveaway

FOR IMMEDIATE RELEASE - NEW YORK, NY (August 3, 2010)

[Freshpair](#) officially kicked off the 8th Annual National Underwear Day on Sunday, August 1st with a contest of epic proportions: <http://www.freshpair.com/nud-giveaway.html>. In line with the “Try Something New!” theme, we’re giving away 5,000 pairs of underwear from a variety of the hottest men’s and women’s brands.

In the past, the National Underwear Day festivities have gone from Times Square takeovers, where underwear-clad models mingled with tourists and New Yorkers alike, to star-studded underwear runway shows. This year, after realizing that 80% of Americans stick with the same underwear styles their entire adult lives, and 60% of them don’t even wear underwear that fits, we’re taking the festivities to the next level. Along with the huge underwear giveaway, we’re featuring exclusive promotions on most of our brands.

“We wanted to give the underwear business a kick in the pants by offering a unique way to find a brand new fit, so we’re just giving it away,” says Freshpair President Michael Kleinmann. Sponsors of National Underwear Day include Piss & Vinegar, Expose, Calvin Klein, Natori, 2(x)ist, b.tempt’d by Wacoal, Ed Hardy, Go Softwear, Panache, Unico, Gregg Homme, Lunaire, Joe Snyder, Cocksox, Mansilk, and Elle Macpherson Intimates.

Shopping for underwear should be a personal and enjoyable experience. Freshpair strives to deliver on all counts and puts a little fun in the mix with [National Underwear Day](#).

About Freshpair

Freshpair is the premier destination for all things underwear, providing the personal attention of a boutique with the wide selection of a department store. We carry over 100 brands of men’s and women’s underwear and intimate apparel with the expert advice to make sense of it. Freshpair is also the founder of National Underwear Day, an annual holiday dedicated to the appreciation of underwear. Every shopping experience on Freshpair is backed by our exceptional customer care and includes free shipping on all US orders.

###

For inquiries or additional information about Freshpair or National Underwear Day, please contact:

Lindsay Massey
Freshpair, Inc.
212.505.6900 x210
lindsay.massey@freshpair.com