

## 8<sup>th</sup> National Underwear Day Takes the Party to Your Underwear Drawer by Giving Away 5,000 Free Pairs

**FOR IMMEDIATE RELEASE** (NEW YORK, NY) - July 20, 2010 - This August, Freshpair is gearing up to celebrate the eighth annual National Underwear Day, a chance for people all around the country to see what's hidden the other 364 days. 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. Each year we learned more about underwear and the people who wear it, and came upon a startling fact: 80% of Americans never change their underwear in their adult lives. What we mean, of course, is the style of underwear they wear, and 60% of those people don't even wear underwear that fits! Whether it's the wrong size, fabric or cut, people have been settling for second best for far too long.

Freshpair thinks it's time to change your underwear, and this year's National Underwear Day is the best time to try on a new fit! We're turning Freshpair.com into an online underwear extravaganza for the first two weeks of August and giving away 5,000 pairs of free underwear from the hottest brands, including Piss & Vinegar, Expose, Calvin Klein, Natori, 2xist, b.tempt'd by Wacoal, Ed Hardy, Go Softwear, Panache, Unico, Gregg Homme, Lunaire, Joe Snyder, Cocksox, Mansilk, and Elle Macpherson Intimates.

Keeping the celebration online this year allows us to reach more people and show the world there is a better way to shop for underwear. After all, it's not just the first thing you put on and the last thing you take off, but the most important thing you wear all day. "Underwear has come a long way in recent years. What started as a necessity has quickly stepped to the forefront of fashion, with a slew of new styles every season. Underwear that fits great feels great, and Freshpair is the place to find the selection you want with the advice you need. This year, 5,000 lucky winners will experience a brand new fit all their own," says Freshpair President Michael Kleinmann.

Here's a few more underwear facts and figures that may (or may not) surprise you. Did you know that 24% of American men have a lucky pair of underwear? And to settle the age-old "Briefs vs Boxers" debate, 40% of men prefer briefs and 10% opt for boxers, leaving the rest either in trunks, boxers briefs, thongs, or commando. Women evidently match more than their shoes, as 34% of American women match their bras to their panties.

### **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 at [www.freshpair.com](http://www.freshpair.com) is backed by our exceptional customer care and includes free shipping on all US orders.

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