

Freshpair celebrates 9<sup>th</sup> National Underwear Day by saying, “Throw away your underwear!”

FOR IMMEDIATE RELEASE

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On August 5, [Freshpair](#) will celebrate the 9<sup>th</sup> Annual National Underwear Day by urging Americans to throw away their underwear! According to a recent Freshpair poll, 73% of Americans wear stained, overstretched, hole-y underwear that is well past its expiration date. Our solution: celebrate [National Underwear Day 2011](#) by giving away 5,000 pairs of underwear to men and women all across the country, from August 1-31<sup>st</sup> to replace this unfit underwear with a fresh pair. Sound familiar? It should! Last year, startled by the fact that 80% of Americans wear the same style of underwear their entire adult lives, we gave away 5,000 pairs with the chance to try something new. Since then, we’ve successfully lowered that to 79.9999%, and this year, we’re continuing our mission to show people just how great new underwear can be.

“People think just because you can’t see their underwear, it doesn’t matter how it looks. National Underwear Day changes that opinion, year after year. Last year’s response was huge, so we know people are open to change,” says Freshpair President Matthew Butlein.

Regardless of how many pairs they own, the average American man or woman alternates between the same 10 pairs of underwear or panties, each one clocking approximately 900 hours of wear a year. That’s five weeks worth of sweating, stretching and being sat on. Factor in roughly 60 wash and dry cycles, and it’s a miracle they’re still in one piece. Except they’re not—holes, stains, loss of shape and droopy elastic rob each pair of comfort and the ability to make you feel great. So why do people still wear them? Every excuse, from they can’t find it at their local stores anymore to it’s their lucky pair. That’s where the giveaway comes in. [Contestants](#) can choose the style they want, ranging from classic briefs to sexy thongs, so it gives them a chance to either replace their current style or try something new. Sponsors include Calvin Klein, Wacoal, Papi, b.tempt’d, 2(x)ist, Bali, C-IN2, Clever, Barely There, Go Softwear, Natori, Le Mystere, Cocksox, Hanes, Vanity Fair, Elle Macpherson Intimates and Maidenform. In addition to the giveaway, we’re putting our hottest brands on sale, including ASSETS, Gregg Homme, Carnival, Joe Snyder, Ed Hardy, BumGear, Glamorise, Male Power and more!

At Freshpair, we believe the perfect fitting underwear or panty is the key to feeling your best, and on [National Underwear Day](#), we celebrate our passion for feeling great with the rest of the world. This unique holiday first began in 2001 when Freshpair models took over Times Square in their underwear, collecting signatures that petitioned for an official day of underwear appreciation. In the eight years that followed, the festivities have gone from star-studded underwear runway shows to record-breaking online giveaways. Moving the “celebration” online allows all Americans to partake in the fun, making our ultimate goal of “feeling great with the right pair of underwear” a reality.

[Freshpair](#) is the go-to destination for men’s and women’s underwear and intimates, offering over 100 of today’s hottest brands (probably the ones you’re wearing right now). We provide the personal attention of a boutique with the wide selection of a department store, making it easy to find your perfect fit.

[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 more information, quotes, statistics or samples, please contact Bryan Levandowski in the Public Relations Department:

[bryan.levandowski@freshpair.com](mailto:bryan.levandowski@freshpair.com)

212-505-6900 x 229