

Freshpair kicks off 9th National Underwear Day With 5,000 Pair Underwear Giveaway

FOR IMMEDIATE RELEASE

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[Freshpair](#) kicks off the 9th Annual [National Underwear Day](#) this week by giving away 5,000 pairs of underwear FREE! A recent Freshpair poll revealed that 73% of Americans wear hole-y, stained, worn out underwear that has passed its expiration date. They think just because you can't see it, it doesn't matter how it looks. But we know that's not true. Our solution: give free underwear to as many Americans as we can during the entire month of August so they can experience how terrific a fresh pair feels!

"Celebrating National Underwear Day by giving away underwear falls in line with our mission to make people feel great," Freshpair President Matthew Butlein said. "Underwear that's torn and tattered definitely doesn't feel good, and this will show people up front how great a new pair can be." Matthew's not the only one sounding off for National Underwear Day. Playboy Rob Kardashian tweeted, "Looking fwd to #NationalUnderwear Day! So u girls are only allowed to wear undies...good thing u can get them [here](#)" and Playboy Bunny Bridget Marquardt was only too happy to share her plans for the day, tweeting "#Nationalunderwearday is this Friday! what 2 wear? I'm thinking my hot pink calvin kleins ;) What about u?"

The 5,000 pair giveaway runs from August 1-31st and there's no purchase necessary. [Contestants](#) can choose any style, ranging from classic briefs to sexy thongs, and either replace their current favorite style or try something new. Sponsors include Calvin Klein, Wacoal, Papi, b.tempt'd, 2(x)ist, Bali, Clever, C-IN2, 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!

For the past eight years, [Freshpair](#) has celebrated [National Underwear Day](#) to spread the word that the right underwear can make you feel great! It's our mission to make people feel their best, and that starts with the first thing you put on every day—underwear. Past celebrations have gone from underwear models taking over Times Square to start-studded runway shows, but nationwide giveaways give us a chance to get personal with more of our customers.

[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.