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## Freshpair's Fifth Annual National Underwear Day Takes Times Square by Storm!

(New York, NY) August 8, 2007 – On Tuesday, August 7, 2007, underwear came out of the drawer and into the streets, celebrating its status as the most important item worn throughout the day. Commemorating its fifth anniversary, **Freshpair's National Underwear Day** celebrated the importance of underwear with runway shows, give-a-ways and other surprises in the heart of Times Square. National Underwear Day also marked the beginning of an exciting new charitable program – **Freshpair, Freshstart** – to help provide basic necessities to people in need.



From 11AM – 2PM, male and female models clad in today's hottest brands including Wacoal, Le Mystère, Natori, DT Clothes and Chantelle walked the catwalk for an excitable Times Square crowd. Throughout the day, **National Underwear Day** had changing stations set up for eager passersby to change into a free, fresh pair of underwear from C-IN2, Diesel, and Ginch Gonch. Those enjoying the festivities of National Underwear Day also learned about **Freshpair, Freshstart**, a program committed to providing basic, practical necessities. **National Underwear Day** was the first of many **Freshpair, Freshstart** opportunities where the public can help people who are struggling to rebuild their lives. A day of friendly family fun, **National Underwear Day** was surely an event not to be missed!

Additional participants in **National Underwear Day** Festivities included: Cotton Incorporated, Barely There, Hanes, Go Softwear, Paul Frank, Male Power, Report Collection, Shape Magazine, Anthony For Men and Makeup Designory.



Freshpair, [www.freshpair.com](http://www.freshpair.com) is a leading online retailer of men's and women's intimate apparel selling over 100 brands. **Freshpair** is also the founder of **National Underwear Day**. **Freshpair's** exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At **Freshpair**, you can buy underwear in your underwear.

*For inquiries or additional information about Freshpair or National Underwear Day, please contact Francesca Madeo at Tracy Paul & Company, Inc. at 212.741.5459 or [francesca@tracypaul.com](mailto:francesca@tracypaul.com)*