

***/baskit/ BARES ALL FOR THE CAUSE***

Trendy men's underwear brand joins Freshpair.com in sponsoring bid for **National Underwear Day**

New York, NY—Ultra hip men's underwear company /baskit/ today announced that it is joining intimate apparel retailer Freshpair.com in promoting August 13 as **National Underwear Day**, a day when underwear will be paramount. With its many fashion-forward silhouettes, /baskit/ saw **National Underwear Day** as a perfect way to help accomplish the company's core mission of bringing stylish underwear to a wider audience of men.

Today, intimate apparel is a crucial part for any ensemble, as it says a lot about the wearer. The style, choice of fabric and color are indicative of the wearer's personality and help express moods and feelings. Much thought and attention is placed on the selection and purchase of these rarely viewed garments. People should take pride in their underwear because after all, underwear is only clothing worn on the inside. Thus, Freshpair.com has decided to create **National Underwear Day**.

On August 13<sup>th</sup>, nearly two dozen male and female models will grace New York City's sidewalks, dressed in their finest undergarments. With models moving between various happening locales throughout the city, people can help embrace **National Underwear Day** by showcasing a bit of their underwear. It doesn't have to be much, just a shirt left unbuttoned, or an underwear waistband peeking out. People can also help by signing a petition electronically at [www.freshpair.com](http://www.freshpair.com).

Many of the male models who hit the streets on August 13 to raise underwear awareness will be sporting /baskit/ products. The innerwear innovator currently offers two lines of underwear for the metrosexual male: the Urban Underwear line includes great-fitting knit tops, and bottoms feature a luxuriously wide microfiber waistband and a two-ply mesh pouch, while the Action Mesh line offers these same features plus innovative, colorful silhouettes that are breathable, athletic and sleek. /baskit/ products were recently featured on the hip new NBC/Bravo show "Queer Eye for the Straight Guy." /baskit/ products may be viewed at Freshpair.com

"National Underwear Day is a perfect fit with /baskit/'s quest to make style on the inside important to a larger number of men," said /baskit/ co-founder Dan Daley. "We're proud to be part of this historic event with Freshpair.com."

/baskit/ products are available at Freshpair.com. For more information about /baskit/ products and retailers, contact Kelly Huegel at 240-462-3042 or [marketing@baskitwear.com](mailto:marketing@baskitwear.com). For information about Freshpair.com and **National Underwear Day**, contact Freshpair at 212.431.7900 or [press@freshpair.com](mailto:press@freshpair.com).