

7th Annual National Underwear Day Celebration

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By: Wendy Dawn

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Of All Days, Don't Leave the House without Clean Underwear Today

Put on your best, clean underwear to celebrate National Underwear Day, Wednesday, August 5, 2009.

It started in August of 2003, National Underwear Day conceived and sponsored by Freshpair.com. In the past, Freshpair.com has put on a sidewalk fashion show to New York and had a giveaway extravaganza of designer underwear.

The 7th Annual National Underwear Day is slated to be bigger and better than ever.

Tomorrow, Wednesday, August 5, 2009, Freshpair.com begins a fresh new celebration of National Underwear Day. This year, National Underwear Day brings their fashion show online. In an attempt to expand the reach of the national holiday, according a Freshpair.com press release, giveaways will take place all month online. On National Underwear Day in years gone by you had to be a lucky passer-by in New York to receive free, designer underwear.

For your chance to win \$400 dollars in designer underwear, visit Freshpair.com and sign up to receive their newsletter. You can visit the 7th Annual National Underwear Day homepage to join in contests including: "A Panty a Day Giveaway," "Win Calvin Klein Underwear," and an essay contest explaining why you need an underwear makeover. Then, hang around to shop online, or as the company logo suggests, "Buy underwear in your underwear."

I'm not sure you can get away with parading around in your underwear anywhere but New York City, so be careful how you choose to celebrate National Underwear Day. It's also not a good idea to walk around with underwear on your head.

A few suggestions for celebrating National Underwear Day:

- Wear your best underwear.
- Throw out stretched or stained underwear.
- Buy your significant other some sexy new underwear.
- Buy your significant other some comfortable underwear.

In honor of National Underwear Day, I feel you should know the results of a national survey conducted by Freshpair.com. Men prefer briefs to boxers. It's true, women like the look of boxers, but men like the fit and comfort of briefs.

What about women's underwear preference? Bikini briefs continue to be the underwear of choice for women.