

Change your Underwear

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<http://blog.timesunion.com/kristi/15423/wear-fresh-underwear/>



Freshpair.com, an online retailer of men's underwear and women's intimates, will be celebrating National Underwear Day on August 5. Founded by Freshpair.com in 2003, National Underwear Day is the annual event where mentioning your unmentionables is the rule, not the exception.

For the last 6 years, they've held runway shows around New York City showcasing their underwear, and this year they want everyone to show them their underwear.

To expand the reach of the 7th Annual National Underwear Day beyond NYC, the month of August at Freshpair.com will become an online extravaganza of contests, giveaways and exclusive sales that revolve around audience participation from across the country and around the world. They will be offering prizes, including a trip for two to Miami and a complete underwear makeover.

In honor of National Underwear Day, they also conducted an annual underwear poll. They noticed a slight shift in underwear preferences this year – the majority of men surveyed preferred briefs, and the majority of women preferred bikini briefs.

Men's Survey Results:

- 40% Prefer Briefs
- 25% Prefer Boxer Briefs
- 18% Prefer Trunks
- 10% Prefer Boxers
- 5% Prefer Thongs
- 2% Prefer Other Styles

Women's Survey Results:

- 36% Prefer Bikini Briefs
- 21% Prefer Briefs
- 21% Prefer Thongs
- 18% Prefer Boyshorts
- 4% Prefer Other Styles

Wednesday, August 5 is National Underwear Day. They encourage everyone to wear a fresh pair and come to Freshpair.com to join in the fun.