

USA : Freshpair makes a Freshstart towards charity

July 31, 2007

Freshpair announced a partnership with Safe Horizon, the nation's leading victims' assistance organization. This inaugural partnership marks the launch of Freshpair, Freshstart, the newly formed charitable arm of Freshpair that is committed to providing basic, practical necessities and much-needed funds for victims of violence, including homeless children and street-involved youth helped by Safe Horizon's Streetwork Program.

"People donate clothes, coats, and shoes but no one donates underwear. Underwear is one of the most basic necessities, and there is a real need for this. As an underwear retailer, we are in a unique position, to really help fill this void, by donating underwear and giving people a Freshstart," said Michael Kleinmann, President of Freshpair and the Founder of National Underwear Day.

This month, Freshpair, Freshstart will donate and distribute a supply of fresh underwear from [C-IN2](#) and [Natori](#). This is the first of several donations by Freshpair's valued partners that will be given to the thousands of young people Safe Horizon's Streetwork Program will serve this year."

Freshpair is also making a monetary donation for Safe Horizon's compassionate, expert services, in addition to a percentage of proceeds from the sale of National Underwear Day t-shirts and other products in the coming months.


"So many people fleeing violence on the streets or in their homes come to Safe Horizon seeking refuge in the middle of the night, with nothing but the clothes on their backs," said Scott Millstein, Chief Operating Officer of Safe Horizon.

"Freshpair, Freshstart will help give them the basic necessities that can help restore the self-worth and confidence that violence and abuse so often strips away."

This new, on-going charitable program with Safe Horizon will be launched on National Underwear Day, Tuesday, August 7, 2007. National Underwear Day is the first of many Freshpair, Freshstart opportunities where the public can help people who are struggling to rebuild their lives and move from crisis to confidence.

Freshpair

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