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Reason No. 28 to love America: National Underwear Day

We get hit up with invites, promos and all sorts of things by PR (not Pet Rock) folks all the day. Part of the job, and certainly no complaints here.

It's my job to sift through all that stuff and figure out what is worth my time to blog about, your time to read about and all our time to actually experience whatever it is we're blogging and reading about.

Every now and again, we get an email that immediately screams out "Um, yeah, we're gonna have to do something about this STAT!"

And this one quickly elevated itself to No. 28 on our fly-by-night list of [Reasons to Love America](#). It's National Underwear Day! And it's coming to Manhattan on Aug. 5, 2008.

That's correct, folks. It's a day to make mention of our unmentionables and to celebrate the advent of the clothing that goes above our skin and below our other clothes . . . usually. It was started by [Freshpair](#) in 2003 and has taken place in Times Square the previous five years. This year, it moves indoors.

Ordinarily, I would never condone the act of wearing such materials, but once I read "Runway shows - cocktails - celebrity appearances" I figured I could let it slide.

We need clarification on "celebrity appearances." Are we talking real celebrity people, or famous underwears of the past? This is an important distinction. As your pop culturist, it's my job to investigate this matter in person . . . and to accept nominations for my +1.

(Photo from [Freshpair.com](#))

