

freshpair

PRESS COVERAGE



Wednesday, August 11

And today would be the perfect day to replace those soiled drawers, 'cause it's **National Underwear Day**. Now, this isn't a real federal holiday or anything, so don't worry about rushing out and buying Grandma a card. The whole thing is organized by FreshPair.com, a company hoping, no doubt, to boost sales by picking a random day and calling it a holiday. Then again, that cutie in the bar doesn't have to know it's just a promotional scheme, so walk on over and elicit a show of support.