



PRESS COVERAGE

Local 10 Day Calendar

Thursday, August 5, 2004

WINSTON-SALEM JOURNAL

WHAT LIES BENEATH: We've had National Pamper Yourself Day, National Hermit Day, National Embrace Your Geekness Day ... and now we're on the verge of National Underwear Day. This dubious holiday is being sponsored by Freshpair.com, an online underwear retailer. The company plans to have models running around midtown New York in their underwear, surveying innocent passersby on their choice of undies and inviting them to show off their own skivvies. That's just plain scary. "Come on American, show us your under...." Ooh, sorry, wrong company.