



## Underwear Maker 5=TEN Asks, “How Do You Zoom?”

*As Remote Work Becomes the New Normal, Many Are Taking Meetings Half-Dressed*

**New York, NY (April 1, 2020)** – As America adjusts to working from home, video conferencing has become the way we meet, socialize and gather for much needed facetime with friends, family, and colleagues. But, what’s going on outside the frame? That’s a question that has led to some much-needed comic relief and some very awkward moments.

Underwear maker 5=TEN asks that question this April Fools Day and the answer --business on top and just about anything down under! Let us know how you zoom by posting with the hashtags **#stayhome** and **#stayhomein5equals10!** Take advantage of **30% off** during the month of April at [5equals10.com](http://5equals10.com).



Noah Yager, co-founder and co-CEO for YRCRY a content creation company wearing “My Asp” boxer brief available for purchase at [5equals10.com](http://5equals10.com) msrp \$40 April sale price \$28

###

**5=TEN** was established in 2018 by a group of executives that set out to create undergarments that provide *five unique benefits* including: comfort, fit, support, superior quality, and fashion/style and can be worn for both business or sports activities. The brand is available for sale in specialty retailers and department stores across the eastern US and via the brand’s e-commerce website. Each garment comes in a variety of colors and fashionable styles. 5=TEN’s underwear, activewear, and loungewear are designed with exclusive ultra soft fabrics and constructed using high-tech fabrications that do double duty as both everyday and athleticwear. Ten percent of all sales are donated to important charities, see website for details. [5equals10.com](http://5equals10.com)

creative | pr | media

531 West 25th Street, NY, NY 10001 212.993.5815 [galebranding.com](http://galebranding.com)