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Posted: Thursday, 05 April 2007 6:33AM

NYC Condom a Big Hit

NEW YORK (AP) -- New York City's new official condom is a "sensation."

That's what the city's health commissioner, Thomas Frieden, is saying.

City officials say a record 5 million condoms have been given away in the first month of a new distribution program.

The free condom initiative is part of the city's effort to reduce rates of sexually transmitted diseases and unplanned pregnancies.

The city has made free condoms available for years, but it recently revamped the package design to make it distinct, to encourage usage and help track effectiveness.

The new wrapper is stamped with the letters ``NYC CONDOM" in the same font and bright colors used on city subway maps and signs.

Before the condom wrapper was redesigned, the city typically gave away 1.5 million condoms monthly.

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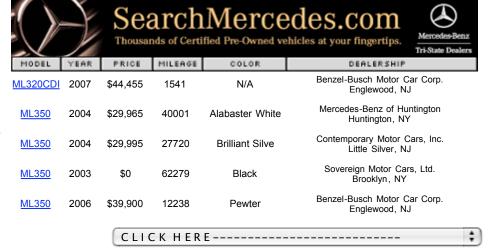
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