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If you don't have a condom, 'Get some,' New York says

By New York Daily News
February 15, 2007

NEW YORK -- Officials took the wrapper off the city's new official condom Wednesday -- and a flashy black wrapper it was.

The city plans to give away 26 million of the condoms, which were bought from LifeStyles.

Advertisement

The shiny package reads "NYC Condom," with each letter in a colored circle in the style of the subway line logos. A city campaign says "New York, we've got you covered," and urges residents to "Get some."

Health Commissioner Thomas Frieden said he doesn't mind a little glitz if it's for a good cause.

"Brands work. They increase use," Frieden told a news conference at the Kenneth Cole store on Fifth Avenue Wednesday.

"This is something we're doing not just because it's fun and sexy -- although it is -- but because it will save lives."

Frieden said the city's expansive condom distribution plan could help cut drastically the number of sexually transmitted diseases like HIV, as well as unwanted pregnancies.

As part of a special Valentine's Day push, volunteers in all five boroughs braved the snow and sleet to give out as many as 150,000 condoms. The condoms are also available in Kenneth Cole and Theory stores.



Associated Press

New York City's condom.

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