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New York rolls out nation's first city-branded condom



AFP/File Photo: A condom worker inspects the quality of condoms at a factory. New York authorities...

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NEW YORK (AFP) - New York authorities unveiled the country's first city-themed condom to mark [Valentine's Day](#) and National Condom Day, in a bid to reduce sexually transmitted diseases and unwanted pregnancies.

The subway-themed condoms, which are being promoted with the slogans "New York we've got you covered," and the provocative "NYC condoms. Get some," are part of a drive by the city's health department to increase condom use.

The one-size-fits-all condoms come in black packaging featuring colored circles that spell out "NYC Condom" in the style of the city's subway. Other suggested designs had featured city skyscrapers.

"Not enough condoms are being used," Health Commissioner Thomas Frieden said, unveiling the design. "This is about brands. Brands work, they increase use, they increase distribution," he added.

The condoms even have their own website, with a .org address. "You can decide what the org stands for," Frieden said.

The health department, which already provides 18 million free condoms a year, was to hand out 150,000 free condoms in the city on Wednesday alone.

Reaction to the new branding was mixed. "I think it's a great idea," said one 48-year-old man picking up a free sample on Manhattan's Fifth Avenue, while another dismissed it as "kind of silly. It doesn't take safe sex seriously."

Both asked not to be named.

"It's unbelievable. I think whoever thought this up has a great sense of humor," said an anonymous 76-year-old man, pocketing a handful.

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