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FOR IMMEDIATE RELEASE

NATIONAL WEAR YOUR PAJAMAS TO WORK DAY IS APRIL 16TH
Taking the "Casual Friday" Ethic to a Whole New Level

What better time than the day after taxes to tell your boss what you'd really rather be doing? National Wear Your Pajamas To Work Day, April 16th, is probably your only chance to do just that without getting fired.

Gay Santelmann the "Mayor" (CEO) of Pajama City, purveyor of the footed pajamas you wore as a kid, but in sizes up to 6'7" for adults, is urging America to take a stand, or, conversely, lay down, on a day when we all deserve a break. Ms. Santelmann says, "Every day is Wear Your Pajamas To Work Day around here! Yes, there's about a 25% chance that the person answering our phone will be sporting footies when you call our company. The only restriction is in our warehouse where proper footwear must be worn over them if you're operating the forklift."

Wearing PJs to work can't be bad for business, either. Imagine the kind of "word of mouth" advertising a company will get when customers tell their friends about the kooky whole-staff-in-PJs business they visited.

Ms. Santelmann urges the business owners of America to give their employees a chance to see what a nice guy they are, and maybe snap some newsworthy photos in the bargain, by encouraging their whole staff to participate in National Wear Your Pajamas To Work Day.

You can download photos of people at work and/or celebrities in footies (or send in your own photos) at NationalWearYourPajamasToWorkDay.com

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If you'd like more information about this topic, or to interview Gay Santelmann, please call her at 410-991-1724 (West Coast business hours).