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Björn Borg is Dumping Used Underwear at the White House – George W Bush voted recipient at bjornborg.com/peace

The Björn Borg customers have made up their minds; George W Bush should have a load of discarded underwear delivered to the White House. Since October last year, customers have been able to send their old knickers and underpants to the Swedish fashion company Björn Borg. At the same time, a voting process at bjornborg.com/peace was deciding which of the world's warmongers would receive the mountain of underwear.

In the last six months, a total of 19,139 old knickers and underpants were sent to Björn Borg from all over the world. The voting on the site to decide who would get the underwear was won by US president George W Bush, who got one fourth of the votes, more exactly 4,828. Björn Borg recently delivered as many underpants as the number of votes to the White House.

– The aim of the Peace on Earth campaign was to show that each and every one of us can focus on important issues that are close to the heart. In the Björn Borg case, underwear. It was entirely up to the customers to decide on the recipient of the underwear, and now we've made sure the underpants were delivered to George W Bush, says Jimmy Johansson, Deputy CEO at Björn Borg.

All the people of the world are encouraged to keep sending their old underwear to Björn Borg. When a new mountain of underwear has been collected at the Björn Borg office, a new warmonger can look forward to a load of used garments. The next recipient is yet to be decided.

The underwear delivery can be viewed here:

<http://www.bjornborg.com/en/Missions/Peace-on-Earth/?varDelivery=1>

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About Björn Borg The group company owns the Björn Borg trademark and operates within the five product areas of clothes and shoes as well as bags, eyeglasses and perfumes. Björn Borg products are sold on more than ten markets, of which Sweden and Holland are the largest. The Björn Borg group operates its own business within all lines of trade, from trademark development to consumer sales at their own concept boutiques. The sales of Björn Borgs consumer line products for 2007 were calculated to approximately SEK 2.2 billion. The net 2007 turnover of the group was MSEK 495 and the number of employees at year-end was 79. Björn Borg is listed on the OMX Nordic stock exchange in Stockholm