



Undergear to bring cover model search to Chicago

By [Gay Chicago Magazine](#) , [Gay Chicago Magazine](#)

New York, NY - Undergear®, one of the nation's leading catalog and online providers of men's underwear, workout wear, swimwear and fashion, and Instinct Magazine have teamed up to search for the hottest model to represent the Undergear brand through the Undergear Model Star contest. This month the competition will come to Chicago to determine who will be the next "face" of Undergear in 2009.

"We're thrilled to bring the Undergear Model Star contest to Boystown," said Robert Grey, director of merchandising for Undergear. "We have a long history of recruiting the hottest models for our catalogs and we're excited to come to Chicago to find a fresh face to represent our brand."

The Undergear and Instinct teams will stop in Chicago on Sept. 12 at Hydrate, 3458 N. Halsted. There will be an open casting call for Model Star contestants. Sexy boys who have what it takes will be given a chance to strut their stuff in front of a panel of judges and a local audience. The winner selected from Chicago will be flown to the New York City finale event on Oct. 10 to compete against the other regional finalists for the grand prize.

The winner of the Undergear Model Star competition will appear on the cover of the Spring 2009 Undergear catalog as well as on the cover of Instinct Magazine's annual swimwear issue, which hits newsstands in the first quarter of 2009. He will also be featured in that issue's fashion spread.

Admission to Chicago's "Undergear Model Star" contest is free. All are welcome to stop by to watch the competition or to compete for the grand prize. Open call is from 7 to 9 p.m. and the show will begin promptly at 10 p.m.

For more information on the contest and how to register, visit www.undergear.com.