

THE CHEEKY CHALLENGE

DO'S AND DON'TS



DO



Have fun

This is your chance to shine, so embrace the cheekiness, strike a pose and let those undies steal the show!

Make an impact

Remember, this is all about raising funds and awareness for those doing it tough. Be bold, be brave and make it count!

Give it your all

Rock those undies like they're a red-carpet statement piece. You could even style them by adding a matching cape (what is it with superheroes wearing their undies on the outside?)

Spread the love

Tell your friends, family and colleagues why you're doing this. The more people who see you, the bigger the laughs (and impact!).

DON'T



No risqué undies

We're here to make a statement, not a scandal! Save the string bikinis for the beach.

No bare legs

Undies strictly over your clothes, folks.

No dirty undies

This isn't the laundry pile Olympics. Only clean, fresh undies allowed. (Seriously, don't make us say it twice.)

Don't forget the cause

Remember it's all about helping provide warm welcomes, hot showers and fresh undies for people in need.