

Pants Off to the New Year 2013 with a Pants-Free Subway Ride

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On Sunday, January 13th, 2013, thousands of people participated in the official 12th Annual "No Pants Subway Ride" in New York City.



The 12th Annual No Pants subway ride, drew over 4,000 participants in New York City and over tens of thousands more across the world in 60 cities among 25 countries spread across 5 continents all over the world. Including cities like Shanghai, Hong Kong, Mexico City, London, Sweden and others.

Shobha, with over a decade of experience and excellence in hair removal, caters to a clientele that includes top beauty editors, A-list celebrities and busy New Yorkers. Before the subway pants free ride at 3pm on Sunday, clients and members of Team Shobha gathered at their Financial District location to pre-party and practice dropping their trousers before heading over to Foley Square - the starting destination for participating pantless straphangers.



The No Pants Subway Ride is an annual event staged by Improv Everywhere every January in New York City. The mission started as a small prank with seven guys and has grown into an international celebration of silliness, with dozens of cities around the world participating each year. The idea behind No Pants is simple: Random passengers board a subway car at separate stops in the middle of winter without pants. The only unusual thing is their lack of pants according to Improv Everywhere.



For more info about the Pants Off Subway Ride: improveverywhere.com

For more info about Shobha: www.myshobha.com

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