



Built for the Mountain Life™

FreshAirJunkie.com

OUTDOOR ADVENTURE SPORTS - GEAR - TECHNIQUES - NEWS

MOUNTAIN KHAKIS® AND FRESH AIR JUNKIE PARTNER UP FOR *WHERE DO YOU GET YOUR FRESH AIR FIX?* SOCIAL MEDIA CONTEST

(Jackson Hole, WY – December 1, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces their weekly social media contest with on-line magazine FreshAirJunkie.com entitled, *Where Do You Get Your Fresh Air Fix?*

Starting December 1, 2009, top-performing apparel brand Mountain Khakis® and core outdoor-enthusiast on-line magazine FreshAirJunkie.com (FAJ) will collaborate on a weekly grassroots social media contest to encourage cross-promotion and reinforce social media attention via blog, Facebook and Twitter.



Let your inner-Thoreau flow by telling us about your Walden Pond! Here's how it works... participants email a 50 to 150-word article and tell-tale image of their favorite place to hike or backpack to info@freshairjunkie.com. Each week, four e-mail submissions will be picked at random and published on the FAJ site. At the end of each week, the published submission with the most comments from FAJ visitors will win a free pair of MK's. Winners will be published on the FreshAirJunkie.com site, MK's Built for the Mountain Life blog, and announced via Facebook and Twitter posts.

According to Dan Sanchez, *Fresh Air Junkie* Publisher and Co-Owner, “Fresh Air Junkie celebrates a well-established and loyal readership base. The idea to engage them on a viral basis with an outdoor-inspired theme and also award them with something desirable -- that's when we sought to partner with Mountain Khakis® on the *Fresh Air Fix* contest.”

“A viral contest is the perfect way to engage our fans and reward them for their dedication and enthusiasm,” says Jen Taylor, Mountain Khakis® PR Manager. “And because the Fresh Air Junkie audience subscribes to similar outdoor lifestyle values as Mountain Khakis®, it's exciting to collaborate with them on this grassroots, viral campaign.”

Check out the Where Do You Get Your Fresh Air Fix? contest - and ENTER TO WIN now!

(more)

About Fresh Air Junkie

FreshAirJunkie.com is an on-line magazine for outdoor adventure sport enthusiasts. Its goal is to provide a high-level of content for enthusiasts interested in all outdoor active sports such as, hiking, rock climbing, kayaking, snowboarding, backpacking, camping, mountain biking and more. Each week, visitors will find a variety of articles including real-world product reviews, the latest news on outdoor gear and equipment, outdoor lifestyles, and informative articles to help visitors improve their outdoor activities, sports and skills. Started in April of 2009, Fresh Air Junkie has quickly grown to become a popular destination for an audience ranging from athletes and weekend warriors, to campers and anyone who needs get their "fresh air fix" for the outdoors in an active way.

For More information Contact:

info@FreshAirJunkie.com

www.freshairjunkie.com

About Mountain Khakis®

Design. Quality. Consistency. Authenticity. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become the Outdoor Industry's top-performing 'bottoms' brand. Established in 2003 and based in Jackson Hole, Mountain Khakis® quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The Mountain Khakis® brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life. Mountain Khakis® is a proud member of [1% For The Planet®](#).

Mountain Khakis® ~ Built for the Mountain Life™ ~ Get in Our Pants

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