

MOUNTAIN KHAKIS

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MOUNTAIN KHAKIS®-SPONSORED COPMOBA TO BE INDUCTED TO THE MOUNTAIN BIKE HALL OF FAME

(Jackson Hole, WY – September 4, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces MK-sponsored Colorado Plateau Mountain Bike Trail Association (COPMOBA) will be inducted to the Mountain Bike Hall of Fame.



2009 has been a big year for western Colorado-operated organization, COPMOBA. While celebrating their 20th anniversary, COPMOBA recently announced it will be inducted to the Mountain Bike Hall of Fame at the international *Interbike Trade Show* in Las Vegas, NV on Wednesday, September 23rd at 6pm. The only trail advocacy group from the United States, and one of only five organizations to have ever received the prestigious honor, COPMOBA board members, volunteers and supporters will journey to Las Vegas for the induction, ceremony and celebration.

COPMOBA has been a leader in the development of innovative mountain bike trails. Notable ‘first’ trails include the first interstate bike trail, *Kokopelli’s Trail*, the world’s first interpretive mountain bike trail, *Rustler’s Loop*, the first BLM-sanctioned ‘freeride’ trail, *Free Lunch*, and the 345-mile *Grand Loop* connecting the *Kokopelli’s*, *Tabeguache* and *Paradox* trail systems. COPMOBA has advocated for, designed, built and maintained over 1500 miles in over 75 trails in the region through its trail advocacy and trail development program, and our trails have been recognized as some of the best in the country.

Founding COPMOBA member and former board president Bill Harris states, “To say I’m ecstatic is an understatement! It is exceedingly rewarding to see that other mountain bikers recognize the significance of what COPMOBA has done over the past 20 years.” Among countless accomplishments, Harris founded the Tabeguache Trail System (within which the popular *Lunch Loop* system resides). He is a guide book author, organizes the annual *Dry Creek Challenge* and *Tour de Gold* rides, and served as the Colorado State representative for the International Mountain Bicycling Association (IMBA). “Bill has forgotten more about the world of mountain biking than many of us will ever know,” said COPMOBA president, Chris Muhr.



“Certainly there are those people over the years who have been vital to the success of the organization whether by the trails they’ve built or the causes they’ve championed, this is for all of us.
(more)

Anyone who's helped build a trail, supported the organization with donations, or been an ambassador for the sport and the trails – this is for us. Many have never asked for anything in return other than a cold beer at the end of a trail building day, I am now happy to say we've all been recognized as part of one of the best organizations in mountain biking," said Muhr.

An excerpt from the Mountain Bike Hall of Fame website states, "COPMOBA's effectiveness can be attributed to a collaborative, common sense approach towards trail development. Maintaining a respectful, professional relationship with land managers paved the way for trail projects. Construction of sustainable trails followed up by maintaining those trails demonstrated public land stewardship. Support for mountain bike ethics and responsible riding built trust and respect. COPMOBA's approach has been emulated and expanded upon by advocacy groups throughout the country. COPMOBA is a true pioneer in the realm of mountain bike trail development and advocacy, and has earned a place in the Mountain Bike Hall of Fame."

Mountain Khakis® has been a COPMOBA sponsor and supporter since 2007 by outfitting their trailbuilding volunteers with MK's, and providing raffle items and discounts for members and volunteers. "These are the grassroots visionaries and good stewards of our trails... they're the folks donating time and energy to attend countless meetings with land agencies, and layout and build sustainable trail for others to enjoy" said Jen Taylor, PR Manager for Mountain Khakis®. "Hats off to COPMOBA... MK is proud to support them. They deserve to be recognized for their tireless trail advocacy efforts and successes over the past 20 years."

About the Colorado Plateau Mountain Bike Trail Association (COPMOBA)

In 1989, a visionary group of mountain bikers worked tirelessly with Colorado Plateau land agencies to establish the first interstate mountain bike trail, *Kokopelli's Trail* from Fruita, CO to Moab, UT. As a result, COPMOBA was formed to advocate for, design, build and maintain the now-extensive and world-famous 1500+ miles of singletrack and doubletrack trails in western Colorado and eastern Utah. Trail systems include *Kokopelli's*, *Tabeguache*, and *Paradox*, as well as the Grand Mesa, Palisade, Gateway, and Ridgway, CO. Through volunteer trail construction and maintenance projects, land-agency advocacy, rides, and fundraising efforts we act as a positive voice for mountain biking and trail recreation, dedicated to the development and maintenance of mountain bike and singletrack trails on the Colorado Plateau.

For More Information Contact:

www.copmoba.org

coordinator@copmoba.org

970.244.8877

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

For More Information Contact:

Jen Taylor, Partner & PR Manager

Mountain Khakis, LLC

c: 970-250-9682

jen.taylor@mountainkhakis.com

www.mountainkhakis.com

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