

# MOUNTAIN KHAKIS

JACKSON HOLE • WYOMING

*Built for the Mountain Life™*



## MOUNTAIN KHAKIS® AND KEEN® PARTNER UP FOR *GET IN OUR DUDS!* SOCIAL MEDIA CONTEST

(Jackson Hole, WY – September 28, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces their co-branded social media contest with KEEN® Footwear.

The idea is simple: starting Thursday, October 1<sup>st</sup>, two top-performing outdoor lifestyle brands will collaborate on a grassroots social media contest to encourage cross-promotion, new Fall 09 styles, and reinforce social media attention via blog, Facebook and Twitter.

The message is simple: Mountain Khakis® and KEEN® are gearing up for Fall by partnering in an online *Get In Our Duds!* wardrobe contest. Participants enter weekly to win an outfit courtesy of Mountain Khakis® and KEEN®. Weekly blog challenges will keep it fresh, fun and encourage participants to return and enter the contest weekly.

The execution is simple: hosted on both the [MK blog](#) and the [KEEN blog](#), a new challenge is posted every Thursday starting October 1st. The following Thursday they'll randomly select a winning entry to receive an outfit courtesy of KEEN® and Mountain Khakis®. The contest will be promoted and supported by both brands via Facebook and Twitter.



And to play is simple!

1. Follow @KEEN\_shoes and @MountainKhakis
2. Post the following Tweet “RT @KEEN\_shoes I just entered #GetinOurDuds Contest for a KEEN & @MountainKhakis fall wardrobe”
3. Leave a comment on either brand’s blog post with your Twitter name and your answer to the weekly challenge. Each week we’ll choose one person as our random winner
4. If you don’t have a Twitter account, friend us on Facebook and leave your answer & Facebook name as a comment on the blog
5. Enter weekly for a chance to win!

Guys will win MK’s new Fall09 Flannel-Lined Original Mountain Pants, MK Belt & Hat plus KEEN’s new Fall09 Boots, HybridCare T-shirt & Backpack.

Gals will win MK’s new Fall09 “Avocado” Cords, MK Belt & Visor plus KEEN’s new Fall09 Boots, HybridCare T-shirt & Backpack.

(more)

"It's refreshing to collaborate with a company that subscribes to similar grassroots values as MK," says Jen Taylor, Mountain Khakis® PR manager. "The cross-exposure presents great value to both brands as we roll out our Fall 09 styles at the consumer level, and a viral contest is the perfect way to engage our fans and reward them for their dedication and enthusiasm."

Check out the [Get In Our Duds!](#) wardrobe contest – and ENTER TO WIN now!

#### About KEEN® Footwear

KEEN Inc., manufacturer of hybrid footwear, socks and bags, is an outdoor brand that delivers innovative hybrid products, enabling all outdoor enthusiasts to live an active lifestyle. Founded in 2003, KEEN was first recognized for its Newport sandal, which featured patented toe protection technology.

The company strives to demonstrate integrity and leadership, especially on social and environmental commitments, while promoting an inclusive outdoors community. Through its giving program Hybrid.Care, the company provides support to a variety of social and environmental organizations around the globe.

Based in Portland, Oregon, KEEN products are available in retail locations in the United States, Canada, Australia, New Zealand, Asia, Central America, South America and Europe. To learn more, visit [www.keenfootwear.com](http://www.keenfootwear.com).

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Join the KEEN community:

[www.keenfootwear.com](http://www.keenfootwear.com)

Facebook: [www.facebook.com/keeninc](http://www.facebook.com/keeninc)

Twitter: @keen\_shoes

#### 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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