



Built for the Mountain Life™



MOUNTAIN KHAKIS® IS ACCEPTING MK COLLEGE AM'BADASS'ADOR APPLICATIONS

(Jackson Hole, WY – April 19, 2010) Mountain Khakis®, the premier 'hips-down' outdoor-lifestyle apparel brand "Built for the Mountain Life", is currently accepting applications for its *MK College Am'BadAss'ador* Program's 2010-11 school year.

Who are these fine specimens also known as the MK's *College Ambassadors*? The *MK College Ambassador (CAB)* team beats a drum that resonates with the MK culture and character... of exploring the outdoors and preserving the many facets of the outdoor lifestyle. MK is proud to amplify their mission and ambition, and tell their tales of courage and high adventure. They are athletes, activists and civic-minded citizens working to make our world a better place, reveal its wondrous places, and tell about the thrill of play and adventure within. They are college students. And they are bad asses.



These folks are ripe with passion and zest. They live life to the fullest and would rather be 'out there' than 'in here' any day. *MK College Ambassadors* represent themselves, their school and MK with humble pride and integrity. They are the next leaders of our world and stewards of our planet. These guys and gals kick ass, and MK applauds them for standing up and getting out. They are doers and they are thinkers, and they look damn good in their MK's.

"Working with the college ambassadors has been a thrill," extols Erin Fagan, MK Marketing Coordinator and Empress of the *MK Ambassador* programs. "The young men and women that embody this program are truly extraordinary. I'm fortunate to have the opportunity to share their experiences with the world." The MK blog, www.builtforthemountainlife.com, tracks the MK CAB via posts, pictures and videos of their latest antics. Check it out - makes you wish you were back in school...

Slackers need not apply, though. There are expectations. College Ambassadors serve as their campus rep for MK – a prestigious title. They are expected to stay in regular contact with MK and provide updates on their latest adventures to be used for MK social media outlets, including CAB blog posts. They establish and maintain a relationship with the MK dealers nearby, and attend campus and community events as the MK representative. And they get bragging rights for the year. And they get free MK gear.

(more)

Wanna be an MK *College Ambassador*? Know someone who would be a perfect candidate for the MK *College Ambassador* Program? Information and the application are accessible via the MK website's Ambassador page www.mountainkhakis.com/about-us/MK-ambassadors. Rock on, MK *College Ambassadors*!

For more information on the MK *College Am'BadAss'ador* Program, go to www.mountainkhakis.com/about-us/MK-ambassadors/ or contact Erin Fagan at 704-927-4631 or erin.fagan@mountainkhakis.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® ~ Built for the Mountain Life® ~ Get in Our Pants

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