



Built for the Mountain Life™



MOUNTAIN KHAKIS® PRESENTS THE 2010 MOG OUTDOOR GEAR SALE & COPMOBA BIKE SWAP

(Jackson Hole, WY – February 1, 2010) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces their title sponsorship of the 2010 *MOG Outdoor Gear Sale & COPMOBA Bike Swap* in Grand Junction, Colorado – the largest grassroots outdoor gear sale and bike swap between Denver and Salt Lake City.

Overland adventure enthusiasts know a MOG when they see one. But ask any Colorado & Utah outdoor enthusiast what the MOG is and they’ll tell you with enthusiasm, ‘it’s THE outdoor event and sale of the year!’

Let’s pause here for station-translation-identification. [MOG](#)=Manufacturers of Outdoor Gear. Clever. [COPMOBA](#)=Colorado Plateau Mountain Bike Trail Association. COPMOBA, by the way, is the only US trail advocacy organization in the MTB Hall of Fame, and is also sponsored by Mountain Khakis®.

On Saturday, April 10th, Outdoor and Cycling Industry manufacturers, Rocky Mountain region sales reps, retailers & gearheads will come together for this 6th annual 1-day Outdoor Gear Sale & Bike Swap in downtown Grand Junction, CO. This unique, grassroots event is supported by area retailers and draws a faithful crowd of locals, mountain townies & city slickers from every nook and cranny between Denver and Salt Lake. To boot, the MOG is a benefit event for the western Colorado outdoor community.

Wanna’ come? Regional manufacturers, sales reps and retailers are invited to register (registration attached)! Individuals are invited to sell at the bike swap (same-day registration)! Gearheads are invited to partake in the a-mazing deals! Expect 40-50 booths, a climbing wall, bicycle obstacle course, slackline course, music and much more.

- o **MOG Date:** Saturday, April 10, 2010 * 1 day only
- o **Time:** 9am - 4pm
- o **Location:** Downtown Grand Junction, CO
- o **Saturday Night:** [Telluride MountainFilm](#) @ 7pm followed by Loki Nite @ 9pm (Mesa Theater)
- o **Sunday:** Ride, Climb, Hike, Run, Fish or Float in our famous western Colorado high desert

The largest city between Denver and Salt Lake, Grand Junction is the best-kept secret in Colorado. Referred to as the ‘gateway to the outdoors’, Grand Junction boasts a temperate climate that is ideal for
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year-round outdoor recreation. Boaters, climbers, hikers, roadies and - most notably - mountain bikers know and love the Grand Junction area for its world-class terrain.

It's not surprising, then, to know that Grand Junction has been a veritable hotbed for incubating Outdoor and Cycling Industry manufacturers; including brands such as Marmot, Mountainsmith, Cyclesmith, DT Swiss USA, Mountain Racing Products (MRP), Loki, Wiggy's, and Mountain Sprouts, to name a few.

According to Jen Taylor, MOG Founder & Organizer & Founder of Mountain Sprouts, "The idea for the MOG came as a result of two things. First, through Sprouts I hosted a semi-annual event called the 'Outdoor Manufacturers Forum' here in Grand Junction to network and brainstorm on collective issues and solutions inherent with manufacturing and the Outdoor Industry. The topic of 'inventory' was a common thread discussed, and the challenges of how to unload overstocks and close-outs, yet avoid stepping on the toes of our retailers. Second, listening for years to the old-timers here in Grand Junction reminisce about the 'old Marmot days' and their annual locals' sale. People would recall their 'great deals' with pride and affection, and recall the annual event with a gleam in their eye. There was something special about it."

As a result, Taylor and her Mountain Sprouts team hosted the first *MOG Parking Lot Sale* to re-kindle the romance and great deals of the old Marmot days, and present a unified manufacturer-retailer inventory-reduction opportunity. The year was 2003. 7 years later, it is the event people save for year-round. According to Taylor, "We skipped one year in 2006 and people were totally bummed. I've even been told by folks that they have a special 'MOG bank account' set up just to save for the event."

For more information on the *MOG Outdoor Gear Sale & COPMOBA Bike Swap*, go to www.mogoutdoorfest.com or www.copmoba.org

About MOG

Manufacturers of Outdoor Gear. The largest grassroots outdoor gear sale and bike swap between Denver and Salt Lake City. Every year Outdoor and Cycling Industry manufacturers, Rocky Mountain region sales reps, retailers & gearheads come together for this 1-day event in downtown Grand Junction, CO. This unique, grassroots event is supported by area retailers and draws a faithful crowd of locals, mountain townies & city slickers from every nook and cranny between Denver and Salt Lake. The MOG is a benefit event for the western Colorado outdoor community.

For More Information Contact:

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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

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