



MOUNTAIN KHAKIS® OFFICIAL SUPPLIER TO PSIA-AASI

(Jackson Hole, WY – July 27, 2011) [Mountain Khakis](#)®, a leading mountain-inspired lifestyle apparel brand, announces they are the “Official Après Pants” of the Professional Ski Instructors of America ([PSIA](#)) and the American Association of Snowboard Instructors ([AASI](#)).

Dedicated to the professional standards of skiing and snowboarding and fostering future generations of snowsport recreationalists, [PSIA-AASI](#) is the ‘teacher of teachers’ in the skiing and snowboarding industries. In the historic organization’s 50th-anniversary year, [Mountain Khakis](#) joins the ranks as an Official Supplier.

“[Mountain Khakis](#)’ durable, mountain-style products will provide a solid work-pant option for instructors who work and play outdoors,” said Andy Hawk, [PSIA-AASI](#) Marketing Director. “We’re thrilled to have them on board as an Official Supplier.”

[Mountain Khakis](#) will be the first Official Supplier in the Après Pant category.

“Becoming a [PSIA-AASI](#) Official Supplier is a great way to connect our brand with more core outdoor enthusiasts who consider adventure and mountain culture as a way of life,” said Jen Taylor, Director of Creative Development for [Mountain Khakis](#). “We appreciate the dedication and hard work of ski and snowboard instructors and are proud to be able to provide them with apparel that not only withstands but *invites* the conditions inherent with the mountain lifestyle.”

About [PSIA](#) and [AASI](#)

[PSIA](#) and [AASI](#) are educational organizations of the nonprofit American Snowsports Education Association (ASEA), with a combined membership of more than 31,000 men and women who are dedicated to promoting snowsports through instruction. The organizations establish certification standards for ski and snowboard instructors and develop education materials to be used as the core components of most ski and snowboard school training. [PSIA](#) and [AASI](#) support the membership through research and development of instructional programs in alpine and nordic skiing, snowboarding, adaptive skiing and riding, and children’s skiing and riding. Visit [TheSnowPros.org](#).

About [Mountain Khakis](#)®

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, [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® • *Rise Above It™*

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