



MOUNTAIN KHAKIS® SPONSORING 24 HOURS OF BOOTY CHARITY CYCLING EVENTS

(Jackson Hole, WY – June 13, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces it is returning to [24 Hours of Booty, Inc.](#) as a silver sponsor of all three charity cycling events located in Charlotte, NC, Columbia, MD and Atlanta, GA.

“We have had a long-standing relationship with 24 Hours of Booty and are thrilled to be involved in this year’s events and to support such an important cause,” said Erin Fagan, Marketing Coordinator for Mountain Khakis. “It has been wonderful being a part of the growth of this organization as it has expanded into other markets. And we are proud to collaborate with the great people of 24 Hours of Booty as we join forces to help fight cancer.”

The [10th Annual 24 Hours of Booty presented by Levine Cancer Institute](#) in Charlotte, NC is scheduled to roll on the Myers Park “Booty Loop” from 7 p.m. Friday, July 29 to 7 p.m. Saturday, July 30, 2011. MK will award top [24 Hours of Booty, Inc.](#) fundraisers and rider slots with a pair of [Mountain Khakis](#) of their choice. MK is also donating booth space to [Trips for Kids Charlotte](#) – an organization that mentors children in need through bicycling experiences. Through this support, Trips for Kids Charlotte will have the opportunity to raise funds for their organization, and awareness regarding the benefits of cycling and having fun outdoors.

[24 Hours of Booty, Inc.](#) will also host the Third Annual 24 Hours of Booty of Columbia, Md. at the Gateway Business Park “Booty Loop” on August 27-28, 2011 and the Second Annual 24 Hours of Booty of Atlanta at the Stone Mountain “Booty Loop” on Oct. 1-2, 2011. [Mountain Khakis](#) will provide one apparel item to all individuals who raise \$1,000 or more for these 24 Hours of Booty events.

“We are excited to team up with Mountain Khakis and to have them among our sponsors again this year,” said Basil Lyberg, executive director of 24 Hours of Booty. “Mountain Khakis is a tremendous brand and has a great team that goes the extra mile to support our mission and events.”

About 24 Hours of Booty

[24 Hours of Booty, Inc.](#) – which runs the Official 24-Hour Cycling Event of [LIVESTRONG](#) and the **only** national 24-hour road cycling charity event in the country – is a registered 501(c)(3) non-profit charity located in Charlotte that provides extraordinary cycling events that are safe, fun, and open to all levels of cycling ability. Its mission is to conduct 24-hour cycling events that increase public awareness, funds, and support for the [LIVESTRONG](#) and local cancer organizations. Local organizations include [The Keep Pounding Fund at Carolinas Medical Center](#) and the [Brain Tumor Fund for the Carolinas](#) in Charlotte, the [Ulman Cancer Fund for Young Adults](#) in Columbia, Md., and [Aflac Cancer Center of Children’s Healthcare of Atlanta](#). In [24 Hours of Booty’s](#) nine-year history, more than 9,100 riders have raised more than \$5 million.

For more information, call 704-365-4417 or visit <http://www.24hoursofbooty.org>.

Follow: [Twitter](#) at www.twitter.com/24hoursofbooty and on [Facebook](#) at <http://www.facebook.com/24HOB>.

Contact: Basil Lyberg – 24 Hours of Booty, Inc. – 704-365-4417 or Jenni Walker – My Team of Experts, Inc. – 704-649-6571

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™*

(more)

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