



MOUNTAIN KHAKIS® ANNOUNCES *MK LIVIN'* IS LIVE

(Jackson Hole, WY – June 10, 2011) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, announces the *MK Livin'* blog is live and ready to educate, inform and inspire.

Wondering what MK's *bad-ass* Ambassadors are up to lately? Want to know how Team MK did in their recent race? Inclined to check out the next Mountain Khakis-sponsored event, or enter an MK contest? blog.mountainkhakis.com is the place for you. The hub for all-things MK, *MK Livin'* embodies the spirit of the mountain life... MK style. *MK Livin'* is about the pace at which the mountain lifestyle moves, and the folks who embody this very lifestyle. Sometimes, it makes even the folks at Mountain Khakis a little envious...

"The *MK Livin'* blog is the next generation of the voice of MK," stated Molly Prior, MK Marketing Assistant. "Its content is ripe with real-life stories and updates from everyone from core mountain townies to urban weekend warriors. It represents MK as lived and experienced by authentic people doing really cool stuff. It's like a kick in the pants to get out there and play, and I'm proud to be a part of that!"

Within the launch of *MK Livin'*, the folks at Mountain Khakis are also debuting the "I Spy MKs" campaign. According to the site, "Where do you Spy MKs? On the trail? In the park? At the office? Take a quick snapshot of someone sporting MKs and upload to our Flickr group. Show off your crazy photography skills and show us their MK Butt... most of all, have fun with it!"

Upload *your* entry in the "I Spy MKs" campaign at blog.mountainkhakis.com/i-spy-mks. In fact, if you upload a picture within the month of June, you'll automatically be entered to WIN a pair of Mountain Khakis of your choice. Well, what are you waiting for?

Experience *MK Livin'* for yourself at blog.mountainkhakis.com

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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