



Built for the Mountain Life™

MOUNTAIN KHAKIS® & TEAM MK ANNOUNCE "BOOTY LOOP" RIDE MARCH 11TH

(Jackson Hole, WY – March 1, 2011) Mountain Khakis®, a leading outdoor apparel brand, is teaming up with their own Team MK and *24 Hours of Booty* to host an open ride on the "Booty Loop" on March 11th in Charlotte, NC.

During their Charlotte visit for a Team Training Camp on Friday, March 11, *Team MK* will be spinning on the "Booty Loop" in Charlotte's Myers Park from 4:00-6:00 p.m. Similar to the wildly popular "Twitter Rides" Lance Armstrong has done throughout the world, this ride is open to the public and offers the chance to ride with top professional cyclists and show your support for *24 Hours of Booty*. More information is available at www.facebook.com/cyclemk and www.twitter.com/TeamMntKhakis.

"It's such a privilege to be associated with *24 Hours of Booty* this year, and when we saw the opportunity to take a spin with Spencer and other *Booty* supporters, we jumped at the chance," said Adam Myerson, captain and manager of Team Mountain Khakis. "The 'Booty Loop' is legendary, and it'll be great to stretch our legs with the Charlotte cycling community before we head off to race on Saturday in Blythewood, South Carolina."

"We are stoked to host Team Mountain Khakis on the 'Booty Loop' and to give them a warm welcome with our area's cycling community," said Spencer Lueders, founder of *24 Hours of Booty* and a Mountain Khakis ambassador. "We'd love for people to come join us in this fun afternoon ride and to meet this extraordinary cycling team."

Participating cyclists are welcome to join for as many laps as they wish, and are asked to be respectful to traffic laws and other users of the "Booty Loop" during this free and open gathering. Riders are encouraged to park and ride to riding start point, which will be at the "Bootyville" parking lot on Wellesley Avenue (between Selwyn and Queens Road West). For more information, visit the Team MK Facebook page at <http://www.facebook.com/cyclemk> and click on "events" to RSVP for the ride.

About Team Mountain Khakis

Team Mountain Khakis began as Time Pro Cycling in 2006. The team has grown into its current incarnation under the guidance of team owners Jamie Bennett and Pat Raines, both former professional cyclists and North Carolina residents. Team Mountain Khakis has experienced great success in the USA Crits Series in recent years, winning the overall title two times, once with Mark Hekman in 2009, and again with Isaac Howe in 2010, as well as the team overall three years in a row. Follow all of the action from the 2011 racing season at www.teammountainkhakis.com.

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. The 10th Annual 24 Hours of Booty presented by Levine Cancer Institute in Charlotte 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. 24 Hours of Booty 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.

For more information, call 704-365-4417 or visit www.24hoursofbooty.org. Get updates and the inside scoop about 24 Hours of Booty! Follow us on Twitter at www.twitter.com/24hoursofbooty and on Facebook at <http://www.facebook.com/24HOB>.

About Mountain Khakis

Design. Quality. Consistency. Authenticity. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing outdoor-inspired apparel 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™ * *Rise Above It™*

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