



MOUNTAIN KHAKIS® SUPPORTS FOOD DRIVE FOR ALABAMA TORNADO VICTIMS

(Jackson Hole, WY – May 25, 2011) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, is partnering with MK retailer, EFM Outfitters on a food-drive campaign to aid Alabama tornado victims.

This Friday, Saturday and Sunday, June 3-5, MK and EFM Outfitters are teaming up to rally food donations for the victims of the recent tornado devastation in northern Alabama. Folks who donate three (3) non-perishable food items to EFM Outfitters, located in the Parkway Place Mall in Huntsville, Alabama, will receive 15% off any one (1) MK or other-brand item in the store.

Acceptable food-drive items include: canned meat or fish, canned vegetables, peanut butter, soups, chili, stew, paper products (towels or tissue), dinner kits (Hamburger Helper®, rice, noodles, breakfast cereal, canned fruits).

The mission to help hits close to home for MK and EFM Outfitters. According to Freeda Casteel, EFM Outfitters' Store Manager, "The devastation that has taken place in North Alabama is something that will be felt for years to come. We have actually had small communities literally wiped from the map. Not only were there families who have lost everything, there were entire families that were lost. North Alabama has always rallied around its own when necessary and I feel this is no exception. We will overcome this and rebuild stronger. I can tell you on the news last night, there were stories of people in North Alabama getting donations to send to Joplin, Missouri to help out victims there. We do what we can when needed."

Ms Casteel's sentiments are echoed by MK Dealer Services Specialist, Shelley Thornton, "When tragedies such as these devastating tornadoes occur, people are compelled to do whatever they can to help. Our team at Mountain Khakis is staying in close touch and brainstorming with our dealers in the region on ways we can aid the victims and help rebuild their communities. Through my role at MK, I have come to hold Alabama so dear to my heart. And I know that if the situations were reversed, the people of Alabama would be the first to help out. That's just how they are."

To participate in the Mountain Khakis & EFM Outfitters Food Drive, bring your three (3) cans of non-perishables to EFM Outfitters located in the Parkway Place Mall in Huntsville, Alabama.

About EFM Outfitters

Established in 2007, EFM Outfitters was created to serve a niche in the casual outdoor lifestyle market of Huntsville. EFM Outfitters is backed by owner Roland Markwalter's 30+ years of retail experience. He understands the importance of customer service, quality products, and well-researched inventory. We know that if we can get you in the right gear, chances are you and your friends will get out and truly explore and enjoy the great outdoors! www.efmoutfitters.com

DROP OFF FOOD-DRIVE DONATIONS

280 Memorial Parkway
Parkway Place Mall
Huntsville, Alabama
(256) 532-0630

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 (more)

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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