



## MOUNTAIN KHAKIS® PRESENTS “MK LADIES NIGHT” TO SUPPORT HERA WOMEN’S CANCER FOUNDATION

(Jackson Hole, WY – April 17, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, presents “MK Ladies Night” Friday, April 20<sup>th</sup> to support MK Fund™ partner, [HERA Women’s Cancer Foundation](#).

Attention ladies! This Friday evening, April 20<sup>th</sup>, at participating retailers nationwide, **all MK Women’s styles and all MK Accessories will be \$20 off.** The best part of this event? A portion of the proceeds will benefit MK Fund™ partner, HERA Women’s Cancer Foundation.

Spring/Summer 2012 marks the brand’s first full collection for women. Staying true to its outdoor roots and on trend with Americana styling, the MK collection features bright gingham, cool chambrays and innovative fabrics designed to protect from the sun’s harmful rays.

“MK Ladies Night will be a fun way to support HERA Women’s Cancer Foundation and our retail partners,” said Joe Pagani, MK Director of Business Development. “We’re excited to further the buzz about our new Women’s complete apparel collection!”

“The HERA Women’s Cancer Foundation proudly continues our partnership with Mountain Khakis,” says Meg Steitz, Executive Director of HERA. “While Mountain Khakis is a longtime supporter of our Climb4Life weekends, the MK Ladies Night is a really fun, creative way for women to enjoy their ‘diva comforts’, update their wardrobes for spring, raise awareness about ovarian cancer, and support HERA at the same time. We are so grateful to be named MK’s partner in this fun promotion!”

Participating retailers will put their own spin on their version of the evening’s event. Mountain Khakis will provide ‘ladies-only’ give-away items, while the retailers put together an evening of pamper, play and great deals on MK for their women customers.

Ladies, you are invited to partner in *doing well by doing good* - contact your local [MK retailer](#) today, and partake in the MK Ladies Night event near you. You can find them on MK’s Dealer Locator at <http://www.mountainkhakis.com/find-a-dealer/>



### About HERA Women’s Cancer Foundation

The HERA Women’s Cancer Foundation is a 501(c) (3) non-profit organization whose mission is to stop the loss of women from ovarian cancer by promoting Health, Empowerment, Research, and Awareness. As a nationally recognized ovarian cancer organization, HERA provides funding for cutting-edge research grants to scientists at respected medical institutions. In so doing, HERA attracts more young researchers to expand the scientific understanding of ovarian cancer while improving the lives of those battling the disease. In addition, HERA awards grants to local community groups to raise awareness about the disease in novel and unusual ways. More information is available at [www.herafoundation.org](http://www.herafoundation.org).

(more)

### 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. [www.mountainkhakis.com](http://www.mountainkhakis.com) Follow MK! MK Facebook • MK Twitter • MK Livin' Blog • 'Team MK' Facebook

Mountain Khakis® • Built for the Mountain Life® • *Rise Above It™*

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