



MOUNTAIN KHAKIS® TO SPONSOR PUSH AMERICA'S "JOURNEY OF HOPE" FOR THIRD CONSECUTIVE YEAR

(Jackson Hole, WY – April 19, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, enters their third year as the official lifestyle apparel partner of [Push America's](#) "Journey of Hope" cycling teams.

Founded in 1977 by Pi Kappa Phi fraternity, Push America was established as a way for undergraduate fraternity brothers to experience leadership development through service of people with disabilities. Their projects have evolved into nationally-recognized events that work collectively to promote a greater understanding of people with disabilities.

Journey of Hope started in 1987 as a cross-country cycling event as an effort to raise awareness of Push America's mission. Every summer, Pi Kappa Phi fraternity members gather to participate in one of three routes: North (San Francisco, CA to Washington, DC), South (San Francisco, CA to Washington, DC), and Trans-America (Seattle, WA to Washington, DC).

Since 2010, Mountain Khakis has generously supplied Journey of Hope team members with MK apparel. A token of gratitude to these Push America volunteers, the apparel also presents the team with a unified appearance. And MK's support doesn't stop there.

As co-title sponsor of the professional cycling team, Team Mountain Khakis/SmartStop, Mountain Khakis is actively involved in the cycling community. Since joining Push America in supporting the Journey of Hope teams each year, they've also taken a prominent position on Push America's cycling committee. As such, MK is further ensuring the safety of team cyclists.

Although the brand is headquartered in Jackson Hole, WY, one of MK's offices is located in Charlotte, N.C. This proximity has enabled MK team members to join Push America as they welcome the arrival of the 'South' team to Charlotte each year.

For more information about this event or more on Push America and Journey of Hope, please contact Adam Phillips at (704) 504-2400 ext. 124 or log on to www.pushamerica.org.

For more information on Mountain Khakis, check out their website www.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. 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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