



## MOUNTAIN KHAKIS® SPONSORING AFRICA EXPEDITION FOR GLOBAL SUSTAINABILITY

(Jackson Hole, WY – February 28, 2012) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, is sponsoring the Green Living Project's Africa expedition for global sustainability.

[Green Living Project](#) (GLP), the leading film production and marketing company focused on global sustainability-related stories, announces a return expedition to Africa from February 13 to March 5, 2012. The production schedule includes six films in Kenya, Tanzania, Uganda, and Democratic Republic of Congo (DRC). These six films will be marketed and promoted across North America starting in summer 2012, complimenting the 70-plus films GLP has produced and distributed to date.

Leveraging a unique documentary short-film storytelling approach, the key film expedition themes include sustainable tourism, wildlife conservation, human-wildlife conflict, ecosystem management, climate change, community education, fair trade agriculture, and woman empowerment. Following the expedition the films will be distributed via targeted marketing channels across North America, including events, television, schools, festivals, social media, and at [www.greenlivingproject.com](http://www.greenlivingproject.com).

"Mountain Khakis is a proud supporter of the Green Living Project," said Erin Fagan, MK Marketing Manager. "We are excited about the opportunity to be a part of this special Africa film project. With sustainability, conservation education and empowerment at the forefront of this project, it very much aligns with MK's philosophy."

"We are thrilled to share our unique story with the world in hopes of encouraging others to work towards conserving biodiversity not just in Uganda but around the globe," said Michelle Slavin, director, North Carolina Zoo's UNITE for the Environment Program. "Unlike most conservation education programs, UNITE focuses on long-term, in-depth, and holistic approaches. Education is a useful way to leverage commitment and support from community members in order to conserve key natural areas, such as Kibale National Park in Uganda," Slavin added. "GLP has an excellent reputation for producing high-quality films that bring forth the key stories, lessons, and issues through their unique storytelling approach. We are excited to partner with them."

Expedition sponsors include: Kenya Airways, Safarilink, Timberland, Revo, Goal Zero, Woolrich, SIGG, Hummingbird, Eton, Contour, ExOfficio, Mountain Khakis, Horny Toad, ProBar, Freewaters, Petzl, Pelican, JOBY, ChicoBag, SPOT, and Thorlo.

To follow GLP's Africa Expedition, visit [www.greenlivingproject.com/africa2012](http://www.greenlivingproject.com/africa2012), [www.facebook.com/greenlivingproject](https://www.facebook.com/greenlivingproject), or [www.twitter.com/GreenLivingPrjt](https://www.twitter.com/GreenLivingPrjt).

### About Green Living Project™ (GLP)

Green Living Project (GLP) is the leading short-film production and marketing company focusing on global sustainability-related stories, highlighting efforts in tourism, wildlife, education, food, community development, social issues, and promoting those efforts globally. Using multi-media production and distribution efforts, GLP captures stories, initiatives, and best practices and then markets the exclusive content through strategic outlets (events, television, film festivals, schools, social media). To date, GLP has produced 70-plus short-films across 19 countries throughout North America, Central America, South America and Africa. Key partners include Outside Television, Mexico Tourism Board, African Wildlife Foundation, Earthwatch, Rainforest Alliance, Global Sustainable Tourism Council, Adventure Travel Trade Association, Sustainable Travel International, Green Festival, Whole Foods, Chipotle and R.E.I. GLP is a privately held company based outside of Los Angeles. For more information, please visit [www.greenlivingproject.com](http://www.greenlivingproject.com), [www.facebook.com/greenlivingproject](https://www.facebook.com/greenlivingproject), or [www.twitter.com/GreenLivingPrjt](https://www.twitter.com/GreenLivingPrjt).

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### 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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