



MOUNTAIN KHAKIS® ANNOUNCES “SPRING MK DAY” TO SUPPORT THE CONSERVATION ALLIANCE

(Jackson Hole, WY – March 20, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, declares Saturday, March 24th as “Spring MK Day” to support MK Fund™ partner, [The Conservation Alliance](#).

Attention all shoppers! On Saturday, March 24th, 2012, at participating MK retailers nationwide, all MK items will be \$10 off! The best part of the deal? A portion of the proceeds will benefit MK Fund™ partner, The Conservation Alliance.

As retailers have just received MK’s new Spring/Summer collection, shelves should be full, and options plenty.

“The goal of this promotion is three-fold,” stated Joe Pagani, MK Director of Business Development. “We want to support our retail partners nationwide, our MK Fund™ partners, and the launch of our new seasonal collections. Spring 2012 will be our debut event, and will be followed by an MK Day in the Fall. We’re excited to further the buzz about our new Men’s and Women’s complete apparel collections!”

“The Conservation Alliance is excited to have been selected as Mountain Khakis’ MK Fund™ Partner for MK Day,” said Serena Bishop Gordon, Program Associate of The Conservation Alliance. “Mountain Khakis has been a consistent partner for many years and we appreciate their commitment to the permanent protection of North America’s last wild places.”

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



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™

For More Information Contact:

Jen Taylor, Director of Creative Development & Public Relations, Mountain Khakis®
(970)250-9682
jen.taylor@mountainkhakis.com

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