



**MOUNTAIN KHAKIS® ANNOUNCES
“SPRING MK DAYS” IN-STORE PROMOTION
APRIL 12-14**

(Jackson Hole, WY – April 11, 2013) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand known for its “Best Damn Khakis,” declares April 12th-14th as “Spring MK Days” to support MK Fund™ partner, [Catawba Lands Conservancy](#).

For that weekend only, MK will be offering **\$10 off all Mountain Khakis styles** for men and women as well as MK accessories available at participating retailers nationwide. In addition, a portion of the sale proceeds will benefit the Catawba Lands Conservancy.

“We started MK Days in 2012 with both a Spring and Fall promotion, and the response was so tremendous, we knew it was something we wanted to continue,” said Steve Talacki, MK National Sales Manager. “It’s a great event for our retail partners, customers receive a tremendous deal on all of the new Spring product just arriving in stores, and we’re supporting a great, long-time MK Fund™ partner in the Catawba Lands Conservancy.”

As a member of the MK Fund™, The Catawba Lands Conservancy (CLC) land trust works to permanently conserve and manage land for public benefit in the Southern Piedmont of North Carolina. Currently, CLC has conserved more than 12,800 acres of land to protect water quality, family farms and important wildlife habitats, and provide opportunities for families and children to connect with and explore nature.



“We are grateful to be selected as the recipient partner for this year’s Spring MK Days,” said Tom Okel, executive director for Catawba Lands Conservancy. “We value our partnership with Mountain Khakis and greatly appreciate this donation. These funds will support our land protection and stewardship efforts, as every \$500 donation is leveraged to help our organization permanently protect approximately one acre of land.”

Mountain Khakis encourages everyone to mark their calendars for April 12th-14th to enjoy excellent savings on MK’s newly expanded Spring collection, and to support an important cause. Find your local MK retailer today by visiting [MK’s Dealer Locator](#).

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 • Life Untucked Blog • 'Team MK' Facebook Mountain Khakis® • Built for the Mountain Life® • Rise Above It™

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