



**MOUNTAIN KHAKIS® PRESENTS  
MECHANICAL BULL RODEO & FASHION SHOW FRIDAY  
AT WINTER MARKET OUTDOOR RETAILER**

**(Jackson Hole, WY – January 17, 2013)** Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand known for its “Best Damn Khakis,” is hosting the MK Mechanical Bull Rodeo and Fashion Show Friday in booth# [3001](#) at Winter Market Outdoor Retailer in Salt Lake City, Utah.

Bull riding and city slickers... what could go wrong? Join Mountain Khakis at next week’s Winter Market Outdoor Retailer – in celebration of their 10<sup>th</sup> Anniversary – and find out for yourself.

**MK Mechanical Bull Rodeo & Buck Off:** Thursday and Friday (Days 2 & 3), 4:30 to 6pm each day. Donate \$20 to MK Fund™ partner, the Grand Teton National Park Foundation, for a turn on the bull and a \$30 MK gift card. Open session from 4:30 to 5:30 to practice your form. Buck Off from 5:30 to 6 will determine the ‘One Tough Bucker’ Rodeo King and Queen for the day. Winners will be judged on style and performance. Dress accordingly. And, need more cowbell? Limited-edition MK cowbells will ring-on bull riding participants. Get yours while supplies last.



**MK Fashion Show Friday:** Friday (Day 3) at 10am and 2pm, join MK and their mountain models as they strut the red carpet in the latest Fall/Winter styles from Mountain Khakis. Preview mountain lifestyle looks for men and women. Afterward, meet with PR and Marketing staff for editorial Q&A.



To preview MK’s FW13 collection, download their [Press Kit](#) here.

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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