



## MOUNTAIN KHAKIS® IS GIVING AWAY \$5000 IN GEAR AT SMOR SCAVENGER HUNT

(Jackson Hole, WY – July 27, 2013) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand known for its “Best Damn Khakis,” announces the **\$5000 MK Scavenger Hunt** challenge in booth# PV502 at [Outdoor Retailer Summer Market](#).

It starts with your competitive spirit. Then add your smart phone and [Instagram](#) account. From there, you could win one of sixteen (16) prizes totaling \$5000 next week at OR.

To celebrate MK's 10<sup>th</sup> birthday (which is like 1000-yrs old in business years...) at @OutdoorRetailer, they're giving away **(2) \$1000**, **(4) \$500** and **(10) \$100** gift cards of MK wardrobe enhancement for Guys and Gals. How? A SCAVENGER HUNT!

Here's how to scavenge:

1. Follow @MountainKhakis on Instagram
2. Find all the items listed and take pictures of them:
  - Someone wearing something MK (Hint: Pavilions #PV502)
  - Something four-legged (Hint: no hint, you're on your own here)
  - The SUP Tank (Hint: Pavilions)
  - A Pavilion tent from the outside (Hint: Pavilions)
  - An MK Shot Glass (Hint: Pavilions #PV502, Thursday 4-6pm)
3. Post Instagram pix with hashtag **#MKScavHunt**
4. Once complete, come to the MK booth (**PV502** in the Pavilion) during normal show hours to register.

\*\*Important! Only posts with the **#MKScavHunt** hashtag and fully completed list qualify. And, make your account public so they can see. Winners will be chosen at random.

Questions? Visit Mountain Khakis' Booth# PV502 and ask MK's social media mavens about entering to **WIN \$5000 in MK Gear!**



On Thursday, August 1<sup>st</sup> from 4-6pm in booth# PV502, MK will host their 10<sup>th</sup> Anniversary “Sh\*tickers Ball” and Shannon Christy benefit. **FREE WHISKEY**, Ice Sculpture Shot Luge, Live Bluegrass with Stray Grass, and limited-edition 10<sup>th</sup> Anniversary swag!

Fun following at OR: #MKScavHunt, #MountainKhakis, #OutdoorRetailer, #SMOR13, #WINNING

### 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)

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