



MOUNTAIN KHAKIS® SOUL STATEMENT FOSTERS PARTNERSHIP WITH *BADASS DASH™* OBSTACLE SERIES

(Jackson Hole, WY, May 1, 2014) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand known for its “Best Damn Khakis,” is teaming up with [BADASS Dash™](#), the Ultimate Adventure Race and Obstacle Course Challenge benefiting [Autism Speaks](#), as both a marketing partner and outfitter of the live event crew.

“When searching for a both a marketing partner and authority on outfitting our staff & event crew for this year, our CEO came across the MK Soul Statement which states **Inside us all exists an adventurous soul - a wild heart that is called from nature to live authentically and free from modern society. For many outdoor and mountain enthusiasts pure freedom and rugged adventure has become a way of life. Mountain Khakis were developed specifically for this lifestyle,**” said Brian Sharenow, Race Director for BADASS Dash™. Sharenow further states, “From the moment we read this message, we all felt the synergy between our companies and knew there was not a better fit.”

Mountain Khakis will sponsor 2014 BADASS Dash™ events in the U.S. and Canada, including the [GoPro Mountain Games](#) in Vail, CO on June 7th. BADASS Dash™ obstacles include at least thirty-six features with names such as “Australian Back Crawl”, “Human Car Wash” and “Sedan Stack”. There is also a “K9 Obstacle Course”.

“This partnership is a perfect match on many levels,” said Erin Hoffarth, marketing manager for Mountain Khakis. “We’re proud to support BADASS Dash’s mission of raising awareness for Autism Speaks. And while participants are pushing their physical limits with the demanding course, they’re having FUN in the outdoors. It speaks directly to our Work Hard, Play Harder philosophy!”



Components of this partnership will include cross-promotional opportunities between both companies, apparel prizes for BADASS Dash™ competitors and raffle giveaways at the live events. Additionally, Mountain Khakis is outfitting the BADASS Dash crew as they construct and build some of the best Obstacle Course in the world.

To register for a BADASS Dash™ event, visit www.badassdash.com/events

About BADASS Dash™

BADASS Dash™ benefits Autism Speaks, an organization dedicated to funding global biomedical research into the causes, prevention, treatments, and cure for autism; to raising public awareness about autism and its effects on individuals, families, and society; and to bringing hope to all who deal with the hardships of this disorder. It is the firm belief of both Autism Speaks and BADASS Dash™ that by working together, we will find the missing pieces of the puzzle. We are committed to raising the funds necessary to support these goals as the cause is bigger than the obstacles. For more information, visit www.badassdash.com. Find BADASS Dash™ on Facebook and follow on Twitter.

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

Mountain Khakis® • Built for the Mountain Life® • *Life Untucked*®

For More Information Contact:

Jen Taylor Muhr, Director of Creative Development & Public Relations, Mountain Khakis®

(970)250-9682

jen.taylor@mountainkhakis.com

###