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**MOUNTAIN KHAKIS' HELL YEAH! NAT'L TOUR BRINGS COMMUNITY ADVOCACY HOME TO CHARLOTTE, NC MAY 10-11 – INVITES RESIDENTS TO JOIN RESTORATION OF "BACKYARD TRAIL" MAY 10**

*Hell Yeah! Nat'l Tour Hosts Festivities at Mountain Khakis' First Retailer, Jesse Brown's Outdoors*

**CHARLOTTE, N.C. – (April 27, 2017)** - Mountain Khakis, a leading mountain town-inspired lifestyle apparel brand, brings its national Hell Yeah! Tour to Charlotte May 10-11, home to the Jackson Hole-brand's sales, marketing, finance and distribution center. On May 10, Charlotte residents are invited to join Mountain Khakis and Tarheel Trailblazers to restore the "Backyard Trail", Charlotte's original mountain bike trail, from 5PM to 8PM. The day after, on May 11, Mountain Khakis' will host tour festivities at its first retailer, Jesse Brown's Outdoors, from 5PM to 7PM, including craft beer from Sweetwater Brewing Company, gear and vacation giveaways, community advocacy education and the opportunity to join the Renewal Movement by submitting well-worn Mountain Khakis apparel for recycling and/or repurposing.

"MK has been an active member of the Charlotte community for almost 15 years," said Ross Saldarini, co-founder and president of Mountain Khakis. "In that time, we've hired over 150 Charlotteans and nurtured meaningful relationships with retailers like Jesse Brown's and nonprofit organizations such as the Tarheel Trailblazers. Being an active part of the local community supporting a project such as mountain bike trail cleanup is core to our philosophy of bringing people together outdoors and sharing our passion for the outdoor lifestyle."

The trail cleanup, open to outdoor enthusiasts of all ages, will include building bridges and adding new features to the historic Backyard Trail. The event is being held in collaboration with Hell Yeah! Tour partner, Outdoor Alliance and affiliate organizations, International Mountain Bicycling Association (IMBA) and Tarheel Trailblazers. Volunteers will meet at Park Road Park, 6220 Park Road, Charlotte, N.C.

"For Charlotte residents, mountain biking, and the Backyard Trail specifically, has been an outlet for outdoor adventure and engagement since the 1980's," said Emily Watts, president of Tarheel Trailblazers. "Mountain Khakis has been a long-time leader of community advocacy in Charlotte and sponsor of local mountain biking and their continued support of our mission has allowed us to make a greater impact in our community."

After Charlotte, the Hell Yeah! Tour continues through the southeast before heading west to the Rockies in July, stopping at the 2017 Outdoor Retailer Summer Market and ending October 7 at the Great American Beer Fest in Denver. Follow the Froth on MountainKhakis.com/HYT and on Facebook and Twitter using the hashtag #HellYeahTour.

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*Mountain Khakis' Hell Yeah! Nat'l Tour Brings Community Advocacy Home to Charlotte, NC May 10-11  
– Invites Residents to Join Restoration of "Backyard Trail" May 10*

Hell Yeah! Tour partners include: [American Expedition Vehicles](#), [Vintage Overland](#), [Sweetwater Brewing Company](#), [Left Hand Brewing](#), [Costa Sunglasses](#), [Popular Mechanics](#), [Stanley](#), [Jackson Hole Mountain Resort](#), [The Renewal Workshop](#) and [Outdoor Alliance](#).



"Backyard Trail" (Courtesy: Tarheel Trailblazers)

### **About Tarheel Trailblazers**

The [Tarheel Trailblazers](#) Mountain Bike Club was founded in 1990 by a handful of local mountain bike enthusiasts. The Club is a 501 (c) (3) non-profit organization, recognized as tax exempt in October 1997. Over the years the club has grown to over 400, resourceful, energetic and active men and women of all ages. Our volunteers work directly with local land managers, building and assisting in the maintenance of over 110 miles of carefully constructed, sustainable mountain bike trails, in the Metro - Charlotte region. We are the voice of advocacy for mountain bikers and our goal is to build and maintain trails for all mountain bikers to enjoy for generations to come. For more information and directions to the individual trails, please visit our [trails page](#).

### **About Mountain Khakis®**

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, Wyoming 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. Join the conversation @MountainKhakis and MountainKhakis.com.

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