



Contact: Allison Keller, CGPR
Allison@cgprpublicrelations.com
781-639-4924, Ext. 112

MOUNTAIN KHAKIS KICKS OFF ROCKY MOUNTAIN LEG OF “HELL YEAH! TOUR” NAT’L ROAD TOUR JULY 8 TRAVELING TO RETAILERS, CRAFT TAP HOUSES, AND OUTDOOR FESTIVALS

Western Leg Features Craft Beers by Left Hand Brewing, Advocacy Day in Boulder, Events at Outdoor Retailer Summer Market, Ending at Great American Beer Festival and Mountain Khakis’ Flagship Store in Denver

JACKSON HOLE, Wyo. - (June 26, 2017) – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand, will kick off the Rocky Mountain leg of its *Hell Yeah! Tour*, July 8 in Houston, Texas. Winding through the southwest into the Rockies and touching the northwest, the tour will stop at over 60 events including its outpost store at [Jackson Hole Mountain Resort](#), Outdoor Retailer Summer Market in Salt Lake City, [Grand Targhee Bluegrass Festival](#) in Alta, Wyo., [Gociety Adventure Fest](#) and the Mountain Khakis flagship store in Denver, and concluding October 7 at the [Great American Beer Festival](#).

This leg features brewery partner [Left Hand Brewing Company](#) from Longmont, Colo. and includes a community service project in Boulder, Colo. where the Tour and MK store staff will partner with [Front Range Climbing Stewards](#).

“The western route of the *Hell Yeah! Tour* is especially meaningful, as it takes the brand back to our founding hometown of Jackson as well as our new retail home in Larimer Square, Denver,” said Ross Saldarini co-founder and president of Mountain Khakis. “The goal of the tour is to connect the outdoor community and craft brew cultures while promoting sustainability. There is no better place to spread that message than the original mountain towns that inspired our founding.”

In addition to stopping at over 60 outdoor retailers and craft tap houses across seven states, Mountain Khakis is inviting consumers to bring in their well-worn Mountain Khakis apparel for recycling and repurposing through their partnership with [The Renewal Workshop](#).

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

Tour participants are encouraged to enter the [Hell Yeah! Jackson Hole Summer Adventure Vacation Sweepstakes](#). One lucky winner and a guest will win a four-day trip to Jackson Hole, including airfare, lodging, park passes, guided adventures plus additional prizes from tour partners. Enter to win at [MountainKhakis.com/HYT](#)

Follow the Froth on [MountainKhakis.com/HYT](#) and on [Instagram](#), [Facebook](#) and [Twitter](#) using the hashtag #HellYeahTour.

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](#).

