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**MOUNTAIN KHAKIS ANNOUNCES “HELL YEAH!” NATIONAL ROAD TOUR
APRIL – OCT. 2017 TRAVELING TO 150 OUTDOOR RETAILERS,
CRAFT TAP HOUSES, AND OUTDOOR FESTIVALS**

Tour Showcases Craft Beer, Renewal Movement and Community Advocacy

JACKSON HOLE, Wyo. - (March 30, 2017) – [Mountain Khakis®](#), a leading mountain town-inspired lifestyle apparel brand, announces its cross country *Hell Yeah!* Tour beginning in Washington, D.C. April 10, ending outside its new Denver flagship store October 10, 2017. Stopping at over 150 outdoor retailers, craft tap houses and outdoor lifestyle festivals, the tour celebrates the intersection of craft beer and the outdoor lifestyle, while encouraging community advocacy and a “call to action” inviting consumers to bring in their well-worn Mountain Khakis apparel for recycling and repurposing.

The tour commences in April with [Sweetwater Brewery](#) at the [Craft Brewers Conference](#) in Washington, D.C. then winds through the southeast before heading west through the Rockies with [Left Hand Brewing](#), stopping at the 2017 [Outdoor Retailer](#) Summer Market, ending October 7 at the [Great American Beer Fest](#) in Denver.

“The tour showcases Mountain Khakis’ spirited vibe, while raising awareness about how to get involved in your community, keep apparel out of landfills and of course, appreciate a better beer” said Ross Saldarini, co-founder and president of Mountain Khakis. “The tour brings like-minded brands, retailers and enthusiasts together to celebrate the tremendous virtues of the outdoor recreation community.”

Throughout the tour, Mountain Khakis will partner with the Outdoor Alliance to engage in local community conservation and advocacy initiatives, and will launch the “Renewal Movement” by collecting worn MK apparel to be sent to The Renewal Workshop, an Oregon-based apparel

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recycling and upcycling company launched last year. The team will capture and archive the stories behind well-loved and retired Mountain Khakis apparel before they are collected and submitted to The Renewal Workshop for repair, repurpose or recycle.

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 4-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 [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.

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