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For Immediate Release

**MOUNTAIN KHAKIS JOINS BOULDER COMMUNITY TO RESTORE HISTORIC
“THIRD FLATIRON DESCENT TRAIL”**

Advocacy group and volunteers maintain 100+ square feet of trail at one of the world’s busiest climbing destinations as part of Mountain Khakis’ Hell Yeah! Tour

CHARLOTTE, N.C. – (September 27, 2017) - Mountain Khakis, a leading mountain town-inspired lifestyle apparel brand, in partnership with [Boulder Climbing Community](#), [Boulder Open Space and Mountain Parks](#) and [The Access Fund](#) restored over 100 square feet of the historic “Third Flatiron Descent Trail” on Monday. First climbed in 1906, the Third Flatiron is among the busiest multi-pitch climbing locations in the world today. This advocacy initiative is part of [Mountain Khakis’ Hell Yeah! Tour](#).

“Boulder is at the heart of the outdoor industry and we are thankful for the opportunity to support its growing outdoor recreation community,” said Ross Saldarini, co-founder and president of Mountain Khakis. “Since opening the Mountain Khakis’ flagship store in Denver’s Larimer Square earlier this year, we have enjoyed supporting our neighbors while driving community and environmental advocacy in the area.”

During the restoration project, volunteers hiked up to the Third Flatiron where they quarried and moved over 1,100 pounds of stone into place for future construction. The group also built new rock formations, including 70 square feet of rock wall, restored hiking trails with native materials, and assembled critical erosion control structures to conserve the Descent Trail and the area around it.

“Our mission is to ensure that these climbing areas are preserved for future generations,” said Brady Robinson, executive director of The Access Fund. “Working alongside the Mountain Khakis team and local partners significantly heightens our impact and enhances our efforts to sustain climbing and outdoor recreation opportunities in Colorado and across the nation.”

The national *Hell Yeah! Tour* began in Washington, D.C. last April and concludes at Mountain Khakis’ Denver flagship store on October 8. 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 along the way.

Mountain Khakis Joins Boulder Community to Restore Historic Third Flatiron Descent Trail

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 before October 10th. 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 and Follow the Froth 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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