



## Mountain Khakis Lassoes Terra PR For Media Relations

**Jackson, WY (January 10, 2018)** – Mountain Khakis, the leading mountain town-inspired lifestyle apparel brand for men and women, recently announced Terra Public Relations will manage all media relations and strategy in North America.

“Terra Public Relations is the PR team to authentically champion the MK story to both endemic and mainstream audiences,” said Jen Taylor, Brand Manager and Director of Creative Development at Mountain Khakis. “They have an innate understanding of our brand vibe and what inspires us – *living* Jackson Hole. It comes honestly for them since they live, play and work here as well.”

For Mountain Khakis, what started as a casual conversation at the Shady Lady Saloon in Jackson Hole, Wyoming has become a top performing mountain-inspired lifestyle 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.

“We’re really excited to work with Mountain Khakis,” said Alli Noland, Director of Everything at Terra PR. “Our office is just down the trail from MK’s World HQ, and we love to harass their team. Designed for a life that goes ‘off-piste’ by crossing over between back-, side- and front-country, we’ve been mountain-testing their apparel since they were introduced well over a decade ago and looking forward to telling their stories far and wide.”

For more information on Mountain Khakis authentic mountain apparel, please contact Alli Noland: [AlliN@terrapublicrelations.com](mailto:AlliN@terrapublicrelations.com).

### **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](http://MountainKhakis.com).

### **About Terra PR**

Terra Public Relations is an integrated media relations, brand and social media consulting firm for innovative companies seeking to engage media, consumers or other brands. We specialize in creating clear lines of communication, and promoting great products and good people to the mainstream, travel, athletic, outdoor, LOHAS, family and action sports communities. For more information or a taste of what we can do, check out [terrapublicrelations.com](http://terrapublicrelations.com)

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