



Mountain Khakis® Weaves Corporate Social Responsibility into Every Pair of Pants

JACKSON HOLE, WY (June 28, 2018) – Jackson Hole, Wyoming, home to [Mountain Khakis®](#), the leading mountain town-inspired lifestyle apparel brand for men and women, borders some of the world’s most amazing natural treasures; including [Grand Teton National Park](#), [Bridger Teton National Forest](#) and [Yellowstone National Park](#). This daily dose of awe and inspiration serves to further steepen the brand’s full-court press to become [B-Corp® Certified](#) by 2020.

Since its founding in the [Outdoor Industry](#) in 2003, Mountain Khakis understands and accepts the responsibility to protect and steward landscapes, recreation corridors and communities alike. Actively engaged, MK is proud to enable agents of change and inspire peer brands and policy makers to find and use their voice, and to take action in such matters.

People & Practice

Committed to gender and ethnic diversity and leadership in the outdoor and corporate landscapes alike, Mountain Khakis was the twelfth company to sign the [Camber Outdoors® CEO Pledge](#), underscoring the importance of women in leadership roles as a strategic business initiative. As of today, 52% of MK’s staff and leadership positions are led by women.

Supporting communities in which MK is present, the [MK Fund®](#) directly engages with over 50 non-profit organizations and supports more than 1300 charitable events annually. Rallying the next generation of outdoor enthusiasts and environmental champions, Mountain Khakis supports the [Outdoor Foundation](#) and Outdoor Nation’s mission to engage and activate young adults in the outdoors.

MK’s staff-comprised Sustainability Committee tracks and scores progress against the B Corp®-Certified standard and explores and monitors all aspects of social impact; including sustainable supply chain development, packaging and shipping material sourcing, inter-office recycling and composting programs, quarterly MK volunteer days and ongoing employee volunteerism, to name a few.



**Members of the Mountain Khakis Tribe
Jackson Hole, WY**

According to Sara Nauman, MK Sustainability Committee Chair & Marketing Coordinator, “Having a member from nearly every department provides a solid system of checks and balances and creates a platform of insight and creative problem solving in our effort to continually improve our sustainability standards throughout our processes and day to day operations.”

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Product & Packaging

Charting a course to holistic sustainability in their product assortment, 1 in 5 Mountain Khakis units shipped is either organic or recycled. Over half of the units are shipped in biodegradable polybags with strides made each season to reduce waste altogether.

Before executed, each development initiative is balanced against the greater good of a [circular economy](#). An example of which is their partnership with [The Renewal Workshop](#), an organization that renews and upcycles apparel and material. The Renewal Workshop revives well-loved Mountain Khakis apparel by repairing flaws or repurposing them into a new life form (say, a chalk bag), or recycling items that are beyond repair back to the fibrous state.

MK Senior Product Manager, Ned Hutchinson, has been an active representative in the Outdoor Industry Association's [Sustainability Working Group](#). Within which, Mountain Khakis is a member of the [Sustainable Apparel Coalition's HIGG Index](#), an accountability standard scoring environmental, social and labor progress.



“The apparel industry in general is one of the dirtiest industries in the world,” said Hutchinson. “As lovers of the outdoors we need to educate our consumers about the effects of the apparel industry and about how we can help, about how we can innovate on the frontlines of sustainable and responsible sourcing.”

Policy & Places

Mountain Khakis President and Co-founder, Ross Saldarini, has been an active member - and current council chair - of the OIA's [Recreation Advisory Council](#) advisory board, providing guidance and developing strategy on outdoor recreation-related policy issues.

Aligning with leading conservation groups has been a strategic aspect of MK's Social Impact Statement, “to promote and protect access to outdoor recreation through responsible business and community engagement.” Working directly with [The Conservation Alliance](#), funding grassroots organizations to protect regional and local wild places, and the [Outdoor Alliance](#), protecting human-powered outdoor recreation experiences, MK has championed grants and endorsed policy to unify as caretakers in a sense of purpose protecting our planet.



**Outdoor Industry Association Representatives
Washington, D.C.**

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“Awe-inspiring public lands are one of the uniquely defining characteristics of America,” said Saldarini. “The majority of our and our outdoor brand peers’ products are used on public lands. Smart policy to protect those public lands, and access to those lands, is essential to a thriving outdoor economy and to one of our core beliefs as a company.”

Learn more about MK’s CSR initiatives by visiting them at [Outdoor Retailer](#) Summer Market (July 23-26) in booth 49014-UL.

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. Catch the vibe [@MountainKhakis](#) and [MountainKhakis.com](#).

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