



MOUNTAIN KHAKIS® AIDS ALABAMA TORNADO VICTIMS

(Jackson Hole, WY – May 16, 2011) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, is joining efforts with grassroots organization, *Alabama Forever*, to provide aid to Alabama residents stricken by tornadoes.

Alabama resident Alex Sokol has found his calling. Responding to the devastation from the April tornadoes, Alex loaded a U-Haul full of drinking water and supplies to help rural Alabama residents. To his dismay, he was turned away from a large, relief-focused organization. Taking matters into his own hands, he quickly formed *Alabama Forever* – a non-profit dedicated to natural disaster relief.

“We took a trailer of supplies and a camera crew to Cordova, Alabama yesterday, about 45 miles west of Birmingham. The town of 2400 has been ravaged,” said Alex. “We met with their mayor about rebuilding the ball field in the center of town because he ‘wants to see kids playing again’. The town has suffered so much and they were overlooked by the big box non-profits. From what I have seen, this has become far too often a recurring theme in the tornado relief efforts.”

According to MK Dealer Services Representative, Shelley Thornton, “I am still flabbergasted at the rural devastation. There are parts of rural northeast Alabama that can’t get food and some people didn’t eat any dinner at all last night. The roads aren’t clear yet, and no one can get in or out. We are trying hard to focus on relief efforts that are reaching beyond the Tuscaloosa and Cullman areas because those are large enough that they will be able to get help the quickest.”

To support Alex and the rural residents of Alabama, Mountain Khakis will be selling hats & visors at the [New River Rendezvous](#) in Fayetteville, WV May 20-22, to benefit *Alabama Forever* relief efforts. They will feature Mountain Khakis’ new [Women’s Atmosphere Corps Hat](#) and the [Wilson Beach Visor](#) for \$15 each. 100% of the proceeds will go to *Alabama Forever*.

How can you help?

1. *Alabama Forever* is accepting donations of cash, food, clothes, baby supplies, pet supplies, etc. To support their relief efforts, go to www.alabamaforever.org
2. Stop by the Mountain Khakis booth at the Rendezvous and know that 100% of the proceeds from your purchase go to *Alabama Forever*.

About Alabama Forever

With a passion to help Alabamians in need, *Alabama Forever* is an organization designed to help individuals and the communities that surround them. As recovery continues, long-term efforts will evolve into a mission to help our state become an even better place to live. www.alabamaforever.org

DROP OFF DONATIONS

2 Dexter Avenue
Birmingham, AL 35213
Phone: 205-243-9539
alabamaforeverfoundation@gmail.com

(more)

About Mountain Khakis

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY 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.

Mountain Khakis® ~ Built for the Mountain Life™ ~ *Rise Above It™*

For More Information Contact:

Jen Taylor

Director of Creative Development & PR, Mountain Khakis®

970-250-9682

jen.taylor@mountainkhakis.com

www.mountainkhakis.com

Follow MK! [MK Blog](#) * [MK Facebook](#) * ['Team MK' Facebook](#) * [MK Twitter](#)

###