



MOUNTAIN KHAKIS® PRESENTS *DROP YOUR PANTS FOR CHARITY*

(Jackson Hole, WY – July 21, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces [Outdoor Retailer](#) Summer Market fundraiser, *Drop Your Pants for Charity* and the *Howl at the Moon* Best Bum Contest.

[Mountain Khakis](#) is partnering with [Z2 Marketing](#) and the Outdoor Industries Women's Coalition ([OIWC](#)) in the non-profit fundraiser, *Drop Your Pants for Charity* and the *Howl at the Moon* Best Bum Contest.

The events will take place Friday, August 5th in [Mountain Khakis Booth# 36182](#) at the [Outdoor Retailer](#) Trade Show in Salt Lake City, Utah.

Here's how it will work:

1. On Friday, August 5th, donate \$20 to the [OIWC](#) and get a \$75 gift card for MK. [OIWC](#) volunteers will be on hand to accept donations, educate folks on the [OIWC](#), and share in the good times had by step #2...
2. Enter *Howl at the Moon* for a chance to win a \$150 MK gift card... have a picture snapped of your moon (full or partial nudity, full or partial-clothing), and we'll upload it the *Howl at the Moon* photo gallery at www.mountainkhakis.com/howl
3. Non-OR-attending folks can also enter and vote at www.mountainkhakis.com/howl (starting August 5th)
4. On August 22nd, the bum with the most votes will receive a \$150 gift card from MK



According to Jen Taylor, Director of Creative Development for [Mountain Khakis](#), "We like zany ideas that mobilize people around a good cause. We chose the [OIWC](#) as this promotion's beneficiary primarily because MK is a corporate member, and the women and men of MK are individual members – we support their mission. But it also aligns with the exciting launch of our new S12 Women's collection, and our commitment to the Women's category."

"When MK and [Z2](#) approached us with the idea, we loved it," said Hillary Harding, Development Director for the [OIWC](#). "[OIWC](#) is a professional organization that provides education and resources for women at all levels. That said, we have not shied away from events that challenge taboos, like Ramp it Up, or our upcoming ad campaign. *Drop Your Pants for Charity* will be a fun and playful way to educate more Outdoor Industry folks on [OIWC](#)'s presence and purpose, and to do some fundraising."

"As a member and volunteer of the [OIWC](#) for several years, I loved this idea," stated Dawn Finnegan, Vice-President of Client Services for [Z2 Marketing](#). "In partnering with Jen and the [Mountain Khakis](#)' team on this OR promotion, our [Z2](#) team is having a lot of fun with the creativity and playfulness. All the while we're proud to support the [OIWC](#)."

- To participate in *Drop Your Pants for Charity* and/or *Howl at the Moon*, swing by **MK Booth #36182** Friday, August 5th
- The fun continues after OR... through August 21st, upload your pic and vote at www.mountainkhakis.com/howl

About [OIWC](#)

The [OIWC](#) is a 501 (c) (3) non-profit association organized for the purpose of equipping women to reach their professional success in the outdoor industries via advocacy, educational programming, and networking. [OIWC](#) acts as a vehicle to promote the views and interests of women engaged in or impassioned by the outdoor, snow sports, action sports, and bicycling industries. [OIWC](#) invites all women and men to become members and to lead our industries to positive solutions in business, social and environmental issues. www.oiw.org.

About [Z2](#)

[Z2](#) builds brands for great companies. With a complete suite of in-house capabilities, from research and marketing strategy through design and execution across all print, broadcast and online media, we create strategic marketing tools that get results. And we do it all more efficiently than other firms because we do it all in house. www.z2marketing.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 & Public Relations, [Mountain Khakis](#)®

(970)250-9682

jen.taylor@mountainkhakis.com • www.mountainkhakis.com

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

###