



## MOUNTAIN KHAKIS® LAUNCHES NEW CAMPUS PROGRAM

(Jackson Hole, WY – September 28, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, has launched their new [Campus Program](#) to outfit campus-related groups.

It is a known fact to many that Mountain Khakis' are the *unofficial* uniform of the college campus. With the debut of their [Campus Program](#), MK is setting out to be the *official* uniform.

An addition to their [College Ambassador](#) Program - whereby individuals apply to represent MK at their school - the [Campus Program](#) is designed to outfit organized 'herds', such as outdoor programs, fraternities, sororities, club sports and the like.

According to MK's [Campus Program](#) & [College Ambassador](#) Coordinator, Molly Prior, "Mountain Khakis are worn seemingly everywhere on any given college campus. With the success of our [College Ambassador](#) Program, this is an opportunity to outfit organized programs in our mountain-inspired apparel."

"These individuals tend to be the leaders of their school. They represent themselves, their school, their program, and MK with integrity and class. We look for that in our Ambassador individuals, and will be doing the same with our [Campus Program](#)," said Prior.



All styles in the [Mountain Khakis](#) collection are available to order through the MK [Campus Program](#). A minimum opening order of ten units establishes an account, with a three-unit re-order minimum. It is a two-tier quantity-based program. MK reminds accounts that it is a seasonal program, and encourages a 6-month re-order cycle. Information on Logo Customization is also available upon request.

To learn more about the MK [Campus Program](#), email [campus@mountainkhakis.com](mailto:campus@mountainkhakis.com) or go to [www.mountainkhakis.com/campus](http://www.mountainkhakis.com/campus).

To learn more about the MK College Ambassador Program, email [marketing@mountainkhakis.com](mailto:marketing@mountainkhakis.com) or go to [www.mountainkhakis.com/about-us/MK-ambassadors](http://www.mountainkhakis.com/about-us/MK-ambassadors).

### 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™*

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