



MOUNTAIN KHAKIS® PARTNERS WITH THE ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA)

(Jackson Hole, WY – July 26, 2011) [Mountain Khakis](#)®, a leading mountain-inspired lifestyle apparel brand, announces their partnership with the Adventure Travel Trade Association ([ATTA](#)).

A global organization, the [ATTA](#) supports adventure tourism businesses and destinations the world-over. Their nearly 800 business members are comprised of tour operators, tourism boards, travel agents, accommodation-providers, travel media, and other industry partners. All are united by the common goal of working to ensure the sustainable development of the adventure tourism industry by way of people, planet and profit.

“[Mountain Khakis](#) is a perfect fit for our organization,” stated Chris “Chez” Chesak, [ATTA](#)’s Vice President of Business Development. “Their outdoor-worthy product and passionate, grassroots company philosophies align perfectly with [ATTA](#)’s and our member companies’ philosophies. We’re thrilled to have their support and look forward to wearing more of their product in the field.”

According to Erin Fagan, Marketing Coordinator for [Mountain Khakis](#), “We are proud to support the [ATTA](#). It is a core, unique, passionate group of businesses and individuals who are ‘out there’ every day, living the MK life. These are exactly the people, businesses and ethics we want to support. We look forward to growing our partnership with them in the years ahead.”

[About Adventure Travel Trade Association \(ATTA\)](#)

Established in 1990, the Seattle-based Adventure Travel Trade Association, serving nearly 800 members worldwide, is the adventure tourism industry’s trade hub. Host of the annual Adventure Travel World Summit executive trade conferences, the ATTA, a member of The Conservation Alliance, is dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market, also publishes *AdventureTravelNews.com* the adventure trade’s news source and makes possible Adventure.Travel, the traveler’s hub of physical, cultural and nature-based adventure travel and guide to trusted tour operators from around the globe.

[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

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