



## MOUNTAIN KHAKIS® ANNOUNCES CHANCE TO WIN CUSTOM LAND CRUISER WITH MK SEAT COVERS FOR \$20 DONATION

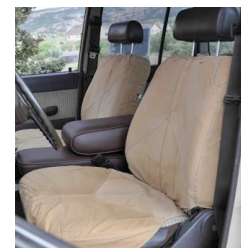
(Jackson Hole, WY – August 2, 2011) [Mountain Khakis](#)®, a leading mountain-inspired lifestyle apparel brand, announces your chance to win a custom 1987 Toyota Land Cruiser FJ60 complete with hand-made MK seat covers for a \$20 donation.

MK Fund partner and western Colorado non-profit media organization, [KAFM](#) Solar-Powered Community Radio, is raffling off a one-of-a-kind “[Desert Cruiser](#)” FJ60 Land Cruiser. On August 13<sup>th</sup>, one lucky winner will win this tricked-out rig and outdoor package valued in excess of \$25,000 - all for the purchase of a \$20 raffle ticket.

\$20 tickets will be available to purchase at [Outdoor Retailer](#) trade Show in [Mountain Khakis](#) booth# **36182**. Or purchase tickets online at <http://kafmradio.org/support/kafm-cruiser-affle>. Proceeds from the raffle ticket sales will benefit KAFM’s Capital Campaign to increase the organization’s broadcast signal. As such, ticket purchases are tax-deductible contributions. Only 2000 tickets are being sold.



Among contributions from numerous businesses, including [Cabela’s](#) and [REI](#), the vehicle is garbed with hand-made, one-of-a-kind MK seat covers made from repurposed [Mountain Khakis](#) pants. “Alpine Utility Pants, in fact,” stated Jen Taylor, Director of Creative Development for MK. “The utility pockets make perfect storage for pens and knives. And the patch pockets hold maps, journals, etc. There are about 14 pairs of pants between the front bucket and back bench seats. It took two of us about 5 weeks to make them. Frankly, they were a pain in the ‘butt’ because MK’s are so well-made - it was difficult to sew over the bar-tacs and triple-stitching. Aside from my own set for my FJ40, this is only set of MK seat covers in existence.”



“The seat covers were a unique way to partner-up with this MK Fund organization. The MK Fund supports grassroots non-profit organizations that tap into the communities in which MK is present,” said Taylor. “Together, we steward healthy communities for future generations. We consider it our responsibility to ‘give back’ in ways possible for MK - this is important to us. Supporting [KAFM](#) and their capital campaign will strengthen their voice in western Colorado.”

The “[Desert Cruiser](#)” Package Includes:

- 1987 FJ60-series Land Cruiser 4x4 vehicle (‘straight 6’ engine, 4-speed transmission) with *Old Man Emu* 3” lift kit ([Safari LTD](#))
- Custom-designed “desert petroglyph” vinyl wrap ([Bud’s Signs](#))
- Custom front/back powder-coated bumper package & brush guards made of heavy-wall rectangular steel tubing with heavy-duty recovery clevises ([All Metals Welding & Fabrication](#))
- Custom-made recycled MK canvas pant seat covers ([Mountain Khakis](#)®)
- Custom roof rack ([Battlement Fabrication](#))
- Custom Alpine® & Kicker® sound system ([U.S. Tech](#))
- 33” Mud Terrain Tires and alignment ([Big O Tires](#))
- Hi-Lift® Jack & Accessories, Limited-Edition Toyota® Land Cruiser Tool Bag with tools, day of professional off-road vehicle training, DVD “Getting Unstuck & Getting Prepared” ([Bill Burke’s 4-Wheeling America](#))
- Swagman® 2-bike receiver hitch rack ([Board & Buckle](#))
- Igloo® 50-qt “Maxcold” cooler, Cabela’s 12 L.E.D. lantern with remote, (2) Stainless steel water bottles, (2) water bottles, (2) light keychains, \$20 gift card ([Cabela’s](#))
- Coleman® “Roadtrip LXE” Propane Grill ([REI](#))
- (2) Mountain Hardwear® “Pinhole” 20 degree sleeping bags plus (2) Travelchair® “French Cut” camp chairs ([Summit Canyon Mountaineering](#))
- Complete body work and prime/prep for vinyl wrap ([Perri’s Auto Body](#))
- New exhaust system and complete detail ([Scotty’s](#))
- New windshield ([Glass Pros](#))



(more)

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#### About KAFM:

Founded in 1999, KAFM is an independent, non-profit media organization located in Grand Junction, Colorado. One of approximately 200 such stations in the United States, [KAFM](#) is a responsive and responsible volunteer-oriented organization, dedicated to diversity and excellence in its programming and providing an outlet for the creative skills and energies of the community. [KAFM](#)'s purpose is to share music, culture, and information in order to facilitate communication, promote inclusiveness, and foster healthy communities. [KAFM](#) is a registered 501(c)3 non-profit organization. [www.kafmradio.org](http://www.kafmradio.org)

#### 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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