



Built for the Mountain Life™



MOUNTAIN KHAKIS® SPONSORING LANCE ARMSTRONG FOUNDATION'S 24 HOURS OF BOOTY CYCLING EVENT

(Jackson Hole, WY & Charlotte, NC – July 1, 2009) Mountain Khakis, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, announces its sponsorship of the Lance Armstrong Foundation’s “24 Hours of Booty”, the only 24-hour road cycling charity event in the U.S.

Call for Volunteers! [24 Hours of Booty, Inc.](#), which runs the Official 24-Hour Cycling Event of the Lance Armstrong Foundation and the **only** 24-hour road cycling charity event in the country, is currently recruiting volunteers for this year’s charity cycling event in Myers Park on Friday, July 24 and Saturday, July 25. Volunteer shifts are assigned in three-hour increments and opportunities are available for individuals and groups. Anyone interested in volunteering can sign up Online at [24 Hours of Booty](#) by Monday, July 13. For more information, contact 24 Hours of Booty at 704-365-4400 or at info@24hoursofbooty.org.

All volunteers will receive a T-shirt from 24 Hours of Booty and a complimentary pair of [Mountain Khakis](#) shorts. [Mountain Khakis](#) (www.mountainkhakis.com), premier outdoor-lifestyle apparel brand “Built for the Mountain Life,” is teaming up with the charity cycling event as a silver sponsor of the 24 Hours of Booty of Charlotte and the 24 Hours of Booty of Columbia, Md. As part of its sponsorship, [Mountain Khakis](#) will be outfitting every volunteer with a pair of shorts for both events.

“Volunteers are the backbone of our organization and events. We couldn’t have 24 Hours of Booty without their amazing support and involvement,” said Spencer Lueders, founder and president of 24 Hours of Booty and competition counsel at NASCAR. “We are excited about teaming up with Mountain Khakis to provide our volunteers with a nice quality outfit as a token of our appreciation for all of their tireless efforts and hard work.”

Approximately 200 volunteers are needed for this year’s event in Charlotte for a variety of areas including: pre-event course preparation and maintenance, course marking/signage, food and beverage, campground management, hospitality, and parking and traffic control.

Lueders added, “With it being a 24-hour event, we need volunteer support around the clock in a variety of roles. For those interested in helping out beyond the event, we also rely on volunteers throughout the year.”

(more)

About 24 Hours of Booty

[24 Hours of Booty, Inc.](#) is a registered 501(c)(3) non-profit charity located in Charlotte that provides an extraordinary cycling event that is safe, fun, and open to all levels of cycling ability. Its mission is to conduct 24-hour cycling events that increase public awareness, funds, and support for the Lance Armstrong Foundation and local cancer organizations. Local organizations include The Keep Pounding Fund at Carolinas Medical Center and the Brain Tumor Fund for the Carolinas in Charlotte, and the Ulman Cancer Fund for Young Adults and Johns Hopkins Medicine in Columbia, Md.

In [24 Hours of Booty's](#) seven-year history, more than 4,920 riders have raised more than \$2.7 million. In 2008, the Charlotte event included 1,200 riders from 24 different states, and more than 200 volunteers. Also in 2008, [24 Hours of Booty](#) surpassed its \$1 million fundraising goal with events in Charlotte, N.C. and the first national expansion event in Columbia, Md.

[The 2009 24 Hours of Booty](#) events are scheduled to roll on the "Booty Loop" both in Myers Park from **7 p.m. Friday, July 24 to 7 p.m. Saturday, July 25, 2009**, and at the Gateway Business Park in Columbia, Md. **from 4 p.m. Saturday, September 26 to 4 p.m. Sunday, September 27, 2009**. For more information, call 704-365-4417 or toll-free at 877-365-4417, or visit www.24hoursofbooty.org.

Get updates and the inside scoop about 24 Hours of Booty! Follow us on [Twitter](#) at www.twitter.com/24hoursofbooty and become a 24 Hours of Booty "fan" on [Facebook](#).

For More Information Contact:
Basil Lyberg - 24 Hours of Booty, Inc.
704-365-4417

About Mountain Khakis

Design. Quality. Consistency. Authenticity. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become the Outdoor Industry's top-performing 'bottoms' brand. Established in 2003 and based in Jackson Hole, 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™ ~ Get in Our Pants

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