



Built for the Mountain Life™



MOUNTAIN KHAKIS® PRESENTS THE 2010 GAMJAMS CAT 3 CUP POWERED BY MOUNTAIN KHAKIS®

(Jackson Hole, WY – January 25, 2010) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces their title sponsorship of the 2010 *GamJams* Cat 3 Cup bicycle racing series.

Some series have a leader’s jersey. The *GamJams Cup* has leader's khakis... Mountain Khakis®.

Roadies like Mountain Khakis®. They also like fast bikes and fast coffee. We could go on, but best not. So how does a ‘hips down’ apparel brand based in Jackson Hole, WY - with roots in the outdoor industry – get so much love from the road cycling community?

There are, of course, several reasons. Paramount among them is the fact that Mountain Khakis® is a brand that resonates to the core enthusiast – whatever the passion. Cult-like in their fanaticism, roadies are an über-athletic faction that eat, sleep and drink their sport. They are anything but spectators. Their lifestyle involves a multitude of cross-training endeavors, only to support a faster time on the clock, measured in minutia. And they know a core, authentic product with bomber quality when they see it. Enter Mountain Khakis®.



So when the folks at *GamJams*, the Mid-Atlantic amateur cycling network portal and go-to site for over 10,000 racing enthusiasts, asked MK if they would climb aboard for the 2010 Cat 3 Cup series, they agreed with fervor.

According to Mike May, *GamJams* Publisher & Leading Man, “When we’re not on our bikes and we need to cover our smooth and expertly chiseled gams, best to do it in pants that - like us - would rather be outside. Mountain Khakis® fit the bill perfectly. I’m thrilled they’re supporting the *GamJams* Cat 3 Cup, and helping us figure out who wears the pants in amateur cycling.”

The series’ event leader will receive a new pair of Mountain Khakis® pants or shorts after each event. Winners of each race in the series will receive a Mountain Khakis® cap, belt or other accessory (in addition to whatever the purse is at that race). And the individual series winner takes home a \$200 Mountain Khakis® gift card. That’s a lot of khakis on the course. But wait – there’s more! The *GamJams* Series’ winning team will pedal away with \$1000! Thank goodness they’ll have all of those pockets in their MK’s to stuff cash into...

(more)

The *GamJams Cat 3 Cup* kicks off with the Vint Hill Classic (540Cycling) in Warrenton, VA on March 20th, followed by:

- April 17: Chantilly Criterium (Evolution Cycling), Chantilly, VA
- May 1: Wintergreen Ascent State Senior Hill Climb TT Champs (CRC), Wintergreen, VA
- May 23: Sleepy Hole Smackdown (Virginia Beach Wheelmen), Suffolk, VA
- June 6: Ride Sally Ride (Whole Wheel Velo Club), Sterling, VA
- June 27: Reston Town Center Grand Prix (Evolution Cycling), Reston, VA
- August 7: Page Valley Road Race (Page Valley Cycling), Stanley, VA
- August 8: Luray Criterium (Page Valley Cycling), Luray, VA
- August 22: Stoney Creek Time Trial (Cycor), Stoney Creek, VA
- September 11: Rockville Twilight Criterium (GamJams Racing), Rockville, MD
- ... with 10 more races to come

For more information on the *GamJams Cat 3 Cup* series, and Mid-Atlantic roadie culture, go to www.gamjams.net.

For more information on Mountain Khakis®, and the hub of mountain culture, go to www.mountainkhakis.com.

About GamJams

Since 2007, GamJams.net has been making amateur bicycle racers feel like pros, covering local races and the amateur cyclist lifestyle through dedicated reports, course analysis, featured photos, exposes, unique coaching tips, interviews with local heroes and guest commentaries. GamJams.net is the hub of the GamJams Network, which knits together over 100 racers' blogs, team websites and regional cycling hubs, ostensibly to allow advertisers one-stop access to competitive cyclists across the country, but mostly to give all of GamJams' audience more cycling blogs to read. GamJams believes that the podium-as-media model is rapidly giving way to amateur racers who create their own media – through blogs, photo galleries, tweets, videos and other forms of social interaction online, and that the logo soup found on most jerseys has no nutritional value. GamJams also finds bicycle racing to be a perfect metaphor for life, and gladly takes its turn in the wind. You can pull through at www.gamjams.net.

For More Information Contact:

Mike May, GamJams Publisher

mike@gamjams.net

301-648-2895

www.gamjams.net

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

For More Information Contact:

Jen Taylor, Partner & PR Manager

Mountain Khakis, LLC

970-250-9682

jen.taylor@mountainkhakis.com

www.mountainkhakis.com

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