



*Built for the Mountain Life™*

## **MOUNTAIN KHAKIS® ANNOUNCES JEN TAYLOR AS PR MANAGER**

**(Jackson, WY – June 1, 2009)** Mountain Khakis, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, shifts key employee Jen Taylor into PR ‘Pole Position’ for brand.

Taylor has worked with Mountain Khakis since 2006 in her role as Youth Division Manager, and brings twelve years of Outdoor Industry and seventeen years of Bicycle Industry experience and relationships to her new role as PR Manager. She will also assist with Marketing and Social Networking initiatives, Product Development, and Sales.

Taylor’s natural networking skills, entrepreneurial vision, energetic spirit, and relentless zest for the outdoor lifestyle have served her professional career in a gamut of roles, most recently as Founder and Designer of Mountain Sprouts®, a children’s outdoor-lifestyle apparel brand. Taylor was also instrumental as co-pilot for the launch of the Mountain Khakis Kids program with MK Co-Founder & Global Brand Manager, Noah Robertson.

“Mountain Khakis is a great organization built on grassroots values – a perfect match for me. Its people and products are all about the outdoor lifestyle, and about giving back to the communities where they are present. I couldn’t be more excited about my new role as PR Manager with this high-growth, quality-centric brand,” said Taylor. “MK was the one of the first companies in the Outdoor Industry to commit to 1% for the Planet. We continue to nurture our non-profit relationships and corporate standard of stewardship via giving back to deserving environmental org’s. I’m proud to be a part of that. That’s where my heart is.”

Taylor’s new role is timed perfectly with MK’s launch of their new, highly-anticipated Snake River Synthetic Collection. “I’ve been witness to the extensive R&D of our technical synthetic offering, and am pleased to assist and support Snake River’s exciting Spring 2010 launch and buzz at Summer OR,” said Taylor. “MK has a lot to talk about this sales season. Summer OR will be a fun and busy show for us – we’re working on several cool promo events, namely the ‘MK Dizzy Butt Contest’ and KGB Film’s showing of the MK-sponsored, ground-breaking “Freedom Riders” movie in Salt Lake on Wednesday, July 22nd. The Snake River debut is our center-stage topic.”

Among her professional accolades to date, Taylor has received four Polartec® APEX Design Awards, served on the Outdoor Industry Women’s Council (OIWC) panel as a Top Woman Entrepreneur in the Outdoor Industry, and was recently awarded the Boy Scouts of America “Peak Vision Award”, recognizing her exemplary work on behalf of connecting kids with nature, her business ethics, and her visionary leadership.

Taylor will work from Mountain Khakis’ Grand Junction, CO satellite office. Her favorite MK style is the Women’s Alpine Utility Pant (AUP), “because they’re rugged (like me), cute (like me), versatile for work/play/trail (like me), strong (like me), unique (like me), spirited by the outdoors (like me), love to get dirty (like me), & have plenty of character and attitude (like me).”

Mountain Khakis will debut their Snake River Collection at Outdoor Retailer Summer Market, July 21-24 (Booth# 22013), and at regional shows nationwide beginning June 15th. To schedule an appointment, contact Mountain Khakis at [sales@mountainkhakis.com](mailto:sales@mountainkhakis.com) or call toll-free 1-866-686-5425.

(more)

### About Jen Taylor

Jen Taylor is a proud mom of three, Ellie (18), Skyler (13) and Jet (9). She has a B.S. in Environmental Science from the University of Denver. She was a full-time competitive mountain biker in the early 90's, and still competes in mountain bike & mountain running races, multi-day epic mountain bike trips, runs the "Bolder Boulder" annually with her daughter, and plays in the dirt with her kids whenever possible. She was once a quarterback for the Professional Women's Football League, and is an avid aficionado of vintage Land Cruisers and European motorcycles.

She and her husband, Chris Muhr, are active members of the Grand Junction, CO community. Taylor is a member and volunteer of over 30 non-profit organizations. She is the founder & organizer of the "MOG Outdoor Fest" (Manufacturers of Outdoor Gear) in Grand Junction, CO. She is the President of the Board of Directors for the Grand Valley Public Radio Company, she serves on the Board of Directors for the Colorado Plateau Mountain Bike Trail Association (COPMOBA), and is a Boy Scouts of America Committee Chair.

### 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 'Pants' 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.

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