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## **Classic Cars, Awesome Destinations, Celebrities ... What's your Dream Road Trip?**

*Jockey launches Classic road trip tour, offers chance to win vintage Ford Mustang*

**Kenosha, Wis. (May 18, 2010)** – A recent survey by [Jockey International, Inc.](#) asked Americans who they'd most like to bring on a road trip, and George Clooney was named wingman of choice, edging out actor Will Smith. Funnyman Will Ferrell took the third spot, with star athletes Brett Favre, Tom Brady and Derek Jeter rounding out the list.

While Jockey can't promise you a celebrity co-pilot, this classic American underwear and apparel brand might be able to help you with your ride. To celebrate and promote its popular Jockey Classics collection of men's underwear, Jockey is offering a chance to win a vintage Ford Mustang as part of its Jockey Classic Road Trip tour.

The [Jockey Classic Road Trip](#) kicked off with an employee event on May 14 at Jockey headquarters in Kenosha, Wis. and will now proceed to various road trip destinations en route to weekend events in Indiana, Missouri, California, Washington and Iowa.

In true classic fashion, a 1965 Caspian-blue Ford Mustang convertible will serve as the tour vehicle. Jockey will drive the iconic car across multiple U.S. states while pulling a small Airstream trailer, and is inviting the public to share their favorite road trip experiences and destinations at each event, and online at [www.JockeyClassic.com/event](http://www.JockeyClassic.com/event).

Consumers will also be able to sample Jockey Classic apparel at each tour stop and can register for a chance to win a vintage Ford Mustang. Online contest entry is offered at [www.JockeyClassic.com/event](http://www.JockeyClassic.com/event) for consumers who are unable to visit the tour stops.

The Jockey Classic Road Trip will serve to remind consumers that the Jockey Classic line of men's underwear remains a timeless choice in comfort, quality and style.

"From our staple white tees to our iconic briefs, boxers and boxer briefs, Jockey knows what it means to be a classic," said Mo Moorman, director of public relations at Jockey International, Inc. "We're hitting the road this spring and giving people a chance to interact directly with our great Jockey Classic products. Look for our brand ambassadors—the Jockey Roadtrippers—driving a 1965 Mustang, pulling a vintage Airstream trailer. It's truly Classic, and it's the ultimate road trip."

The Jockey Classic Road Trip will visit the [Mecum Auto Auction](#) in Indianapolis, Indiana (May 19-23); the [Rib America Festival](#) in St. Louis, Missouri (May 29-30); the [Temecula Valley Wine and Balloon Festival](#) in Temecula, California (June 4-6); the [Tastin' & Racin' Festival](#) in Issaquah, Washington (June 12-13); and the [Quad City Air Show](#) in Davenport, Iowa (June 26-27).

Between these larger event destinations, the tour will be making “pit stops” at many places along the way, such as roadside diners and iconic road trip attractions and oddities.

The Classic Road Trip tour team (The Jockey Roadtrippers) will document their trip along the way, sharing comments, photos and videos via a blog, a Twitter feed and a gallery, all aggregated at [www.JockeyClassic.com/event](http://www.JockeyClassic.com/event).

The Classic Road Trip tour concludes in late June. For more information, please visit [www.JockeyClassic.com/event](http://www.JockeyClassic.com/event).

***About Jockey International, Inc.***

Jockey International, Inc., is a privately held company, founded in 1876. Today, Jockey is a leading manufacturer and marketer of apparel products sold in major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, Jockey is committed to quality, comfort, fashion and innovation. As Jockey grows, the simple commitment to serve our consumers’ needs continues to be our company’s hallmark. Need more Jockey in your life? Shop us at [Jockey.com](http://Jockey.com), call us at 1-800-JOCKEY-1, fan us at <http://www.facebook.com/jockey>, follow us at [Twitter.com/Jockey](https://twitter.com/Jockey) and enjoy our videos at [YouTube.com/Jockey](https://www.youtube.com/Jockey).

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