

News Release

For immediate release

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Bear Grylls will host event at Falcon's Lair in coordination with the Journey of a Lifetime Trust organization

ALLENTOWN, Pa. (Oct. 26, 2021) – On Saturday, Nov. 13, 2021 from 9 a.m.-5 p.m Bear Grylls known for his most popular TV show “Man vs. Wild,” will be at Falcon's Lair in Allentown, Pennsylvania for “Bear in the Lair.” The event will center around Grylls and his charity Journey of a Lifetime Trust.

Bear Grylls will be at Falcon's Lair with the families that frequent the hiking and climbing centered retailer. Grylls will sign autographs, share his best tips and tricks for climbing and demonstrate the proper use of equipment.

CEO of Falcon's Lair Tom Browne said “We are so excited that a prominent explorer such as Bear is willing to take the time to meet and teach our loyal customers.”

“Bear in the Lair” will offer youth explorers lessons on how to properly adventure. Grylls' visit coincides with his charity, Journey of a Lifetime Trust and its kickoff expedition. JoLT is a volunteer based charity that works to provide disabled, ill, abused and neglected young children the opportunity to travel.

JoLT's expedition recipient, Colin O'Gara, will join Grylls at Falcon's Lair to get equipment for

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his upcoming adventure. “I’m so grateful that Falcon’s Lair is taking a vested interest in me and my dreams,” said Colin O’Gara. The entire store will be 20% off in celebration of Grylls’ appearance and a portion of the proceeds will go toward Journey of a Lifetime Trust.

Founded in 1998, Falcon’s Lair is a local high-end sporting goods store in Allentown, Pennsylvania. The store specializes in hiking and climbing equipment and accessories. Falcon’s Lair has partnered with Bear Grylls and his charity Journey of a Lifetime Trust, to supply a JoLT recipient with supplies for his upcoming journey. Since 1983, JoLT has been organizing trips for disabled, ill, and neglected youth to get the opportunity to travel to new places. For more information, please visit <http://www.falconslair.com>.

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