



Farrer & Co, 66 Lincoln's Inn Fields, London WC2A 3LH

## Journey of a Lifetime Trust Fact Sheet

### Mission

Journey of a Lifetime Trust was established in 1983 to provide aid and create a positive impact on the lives of young people who are disabled, ill, or have been neglected or abused.

### Vision

We aim to “jolt” these young adventurers out of their comfort zones, boost their overall self-esteem and confidence, and assist them in growing as individuals.

### What JoLt does

- Every two years, JoLt organizes expeditions all over the world for groups of young people, from 15 to 21 years old, with significant disadvantages. All these expeditioners dream of travelling to far-away places. JoLt makes their dreams come true.
- JoLt expeditions are often taxing and physically demanding excursions through extreme climates and difficult terrains. These trips are also hugely rewarding, leaving participants with lasting memories of amazing places and a real sense of achievement.
- To make these trips possible, each young person is expected to raise a portion of the overall cost of the trip. Donations make up the balance and every penny raised goes to help fund a young person on the Journey of a Lifetime.

### Locations

Past expeditions have taken our young adventurers to:

- Siberia
- Mongolia
- China
- Australia
- Borneo
- Singapore
- Indonesia
- And more

### Help JoLt

- Fundraising
  - Get creative and hold a fundraiser to help offset the cost of sending a young adventurer across the globe. [Download our fundraising booklet \(pdf\)](#) and fill out [our Fundraising Agreement \(pdf\)](#) to get started.
- Volunteering
  - The JoLt Trust needs volunteers to help with a wide range of activities including, but not limited to, advertising and PR, organizing fundraising events, and office administration.

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## **News Release**

For immediate release

For more information,

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### **Bear Grylls hosts Bear in the Lair charity event at Falcon's Lair**

ALLENTOWN, Pa. (March 27, 2021) — Falcon's Lair has announced an event "Bear in the Lair" taking place on Saturday, March 27, 2021. A special guest appearance will be made by professional expeditioner, Bear Grylls, from 9 a.m. to 5 p.m. Falcon's Lair will also offer a 20% off store-wide Shop With Bear discount, where proceeds from all purchases will benefit Grylls' charity, Journey of a Lifetime Trust. JoLT was established in 1983 to make a positive lasting difference to the lives of disabled, ill, neglected and abused young people by giving them the opportunity to experience adventure in a way that they never would have dreamed was possible.

Throughout this free event, visitors will have the opportunity to learn from the professional expeditioner himself as he demonstrates the proper use of new equipment, gives tips on how to stay safe in the wild, and shares his favorite spots for hiking and climbing in the Lehigh Valley area. There will also be a chance to have a one-on-one moment with Grylls and get an autograph.

Bear in the Lair will help kick off Grylls' next expedition where he'll be joined by Colin O'Gara, a child adventurer from Easton, Pennsylvania. O'Gara, who was born with a malformed leg that has left him disabled, was selected by the JoLT Trust charity and will join Grylls at the event to stock up for his trip, courtesy of Falcon's Lair.

"Without Jolt Trust and Falcon's Lair this adventure would not be possible. I have always looked up to Bear Grylls, and I am so excited to learn from him and be just like him when I grow up," said Colin, the recipient of JoLT Trust's adventure experience.

A series of classes will be presented by Falcon's Lair's experienced and knowledgeable staff for free to the public as well. These classes will be geared toward all experience levels and ages to provide information and safety tips for hiking and climbing.

Falcon's Lair is a high-end hiking and climbing equipment and accessory retailer. The store has equipment suitable for everyone ranging from the master climber to the beginner youth hiker. Its staff is experienced, knowledgeable and dedicated to helping customers stay safe while having fun on any of their epic adventures. For more information regarding Falcon's Lair, please visit [www.falconsclair.com](http://www.falconsclair.com)

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## **Media Advisory**

For immediate release

### **Bear Grylls hosts Bear in the Lair charity event at Falcon's Lair**

**What** Falcon's Lair is hosting "Bear in the Lair," a free hiking and climbing event with special guest appearance by professional expeditioner and star of Discovery's "Man vs. Wild," Bear Grylls. Grylls will share his top picks for hiking opportunities in the Lehigh Valley area, demonstrate proper use of cutting-edge equipment, sign autographs and more. Falcon's Lair's highly knowledgeable employees will teach a series of free classes on various hiking topics, and the store will offer a 20% off Shop With Bear discount with a portion of the proceeds benefiting Grylls' charity, Journey of a Lifetime Trust, which gives disabled, ill, neglected and abused young people the opportunity to experience adventure in a way that they never would have dreamed was possible. Colin O'Gara, a child who is about to experience the adventure of a lifetime courtesy of JoLT, will be present to stock up on equipment for his JoLT trip.

**When** Saturday, March 27, 2021  
9 a.m. - 5 p.m.

**Where** Falcon's Lair  
Allentown, PA

**Who** Falcon's Lair is the Lehigh Valley area's premiere location for high-end hiking and climbing equipment and accessories. The company is known for its highly experienced and enthusiastic staff, and serves everyone from master climbers to youth hikers.

Bear Grylls is an extreme adventurer and Guinness World Records holder known for the television shows "Man vs. Wild" and "Running Wild with Bear Grylls."

**Features** This free event for the public will feature:

- Shop with Bear discount for 20% off of all Falcon's Lair merchandise
- An autograph signing
- A display of memorabilia from Grylls' most thrilling adventures
- Grylls' demonstration of the proper use of new, cutting-edge equipment
- Grylls sharing his favorite hiking and climbing opportunities in the Lehigh area and safety tips

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**Visuals**

You'll have the opportunity to photograph:

- Grylls demonstration of Falcon's Lair's newest equipment
- Grylls signing autographs with fans
- Jolt Trust recipient Colin O'Gara getting his new Falcon's Lair gear for his upcoming expedition with Grylls.
- Falcon's Lair employees teaching free hiking and climbing classes

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