

Sent On: April 2, 2022

From: [Kendallfinley@gmail.com](mailto:Kendallfinley@gmail.com)

To: Ross DiMattei; *Reporter*; [rossdimattei@gmail.com](mailto:rossdimattei@gmail.com)

Subject Line: Exclusive Access On Bear Grylls' Attendance At A Local Event

Dear Ross,

On April 16, Bear Grylls will visit Falcon's Lair in Allentown for the "Bear in the Lair" event. This event is open to hikers of all experience levels and will feature Bear Grylls' hiking recommendations, demonstrations on how to use hiking equipment, and an autograph signing. There will be a "Shop With Bear" 20% discount, with a portion of proceeds being donated to Grylls' charity, Journey of a Lifetime Trust (JoLt).

As a hiker yourself, we wanted to offer you exclusive access to the "Bear in the Lair" information. We believe your readers will want to know about this event because they can meet a survival and outdoor adventure celebrity, Bear Grylls. Also, this event includes fun activities for a weekend in Pennsylvania that are not offered any other time.

Here are a few highlights of the Falcon's Lair event:

- Grylls sharing stories about cutting edge equipment and upcoming journeys
- Display of memorabilia from Grylls' adventures
- An autograph signing
- The kick-off of Journey of a Lifetime Trust's newest adventure, with their most recent recipient, Colin O'Gara
- Free hiking and climbing classes with Falcon's Lair staff

Please let me know soon if you are interested in this exclusive opportunity. We could arrange interviews with Grylls, Falcon's Lair staff, or event attendees if you are interested. Contact me with any questions you have. I have attached some helpful links for more background information.

<https://www.beargrylls.com/>

<https://www.jolttrust.org.uk/>

<https://www.falconslair.com/>

I look forward to hearing from you!

Sincerely,  
Kendall Finley

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