

## Media Advisory

For immediate release

### “Falcon’s Lair Welcomes Pro-Adventurer Bear Grylls”

**What:** Falcon’s Lair is hosting their “Bear in the Lair” event. This event will feature Grylls’ hiking recommendations, demonstrations on how to use hiking equipment and an autograph signing. Grylls’ charity, Journey of a Lifetime Trust, has invited their recipient, Colin O’Gara, to the event where he will kickoff his expedition with Grylls and receive free gear, compliments of Falcon’s Lair.

**When:** Saturday, April 16, 2022  
9 a.m. – 5 p.m

**Where:** Falcon’s Lair in Allentown, Pennsylvania.

**Who:** Bear Grylls, a professional adventurer, will be attending the “ Bear in the Lair” event at a high-end hiking and climbing equipment and accessory retailer called Falcon’s Lair. Falcon’s Lair has served clients in a 30-mile radius from the store since 1998. Falcon’s Lair wants to be known as a place of community by offering services to “hardcore” hikers as well as family and recreational hikers and climbers.

**Visuals:** Among the bustling event of hikers and climbers, you will see:

- Grylls talking with adventurers about his favorite hiking and climbing opportunities in the Lehigh Valley area.
- Demonstrations of the proper use of new, cutting edge equipment.
- An autograph signing from Grylls.
- The kickoff of Grylls' charity, Journey of a Lifetime Trust, expedition with a child from Easton, Pennsylvania.
- A free series of classes taught by Falcon’s Lair’s staff on various hiking and climbing topics for people of all experience levels.
- Various memorabilia on display from Grylls' most thrilling adventures.

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