

News Release

For Immediate Release *or*

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Falcon's Lair Welcomes Pro-Adventurer Bear Grylls

ALLENTOWN, Pa. (April 2, 2022) - On April 16, Bear Grylls will visit Falcon's Lair in Allentown for their "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).

Hikers and climbers around the world appreciate advice and stories from Grylls, as he is a worldwide celebrity in survival and outdoor adventure. At Bear in the Lair, Grylls will talk about cutting edge equipment and upcoming journeys through his charity. Additionally, Falcon's Lair is offering free classes to those interested in hiking or climbing. Their educated and skilled staff encourage those of all ages and skill levels to take advantage of this amazing opportunity to grow as an adventurer.

Falcon's Lair will display memorabilia from many of Grylls' outdoor adventures. Customers during the "Bear in the Lair" event have the opportunity to get Grylls' autograph.

Grylls' charity, JoLt, describes their mission as "making a positive, lasting difference to the lives of disabled, ill, abused and neglected young people." JoLt will be kicking off their newest adventure at this event with their recipient, Colin O'Gara. Expeditions are organized every two years, with recipients between the ages of 14 and 21 years old. O'Gara will be invited to this event to receive the newest gear for his trip with Grylls, courtesy of Falcon's Lair.

In addition to the JoLt recipient, O’Gara, receiving free gear, JoLt will be receiving partial proceeds from all sales made the day of the event. JoLt is a “small charity run on a totally voluntary group of ordinary people with families and careers.” Donating a portion of the proceeds from the event will help the nonprofit continue their charitable work.

Falcon’s Lair believes in quality interaction with customers. Falcon’s Lair knows their “customers rely on their relationship with us to make their time hiking and camping safe and enjoyable, and they know that personal service is part of every product we sell.” The store has highly knowledgeable and enthusiastic staff who want to help everyone. From expert adventurers, beginners or families just starting their journey, Falcon’s Lair ensures customers find the right equipment, learn how to use it and make the most of their hobby. For more information, visit www.falconslair.com.

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