News Release

For immediate release

Adrianna Vargas
Falcon's Lair
(407) 823-4444 (office)
(407) 815-6789 (mobile)
adriannavarg@falconslair.com

Falcon's Lair hosts "Bear In the Lair" so hikers can "get out there"

ALLENTOWN, Pa. (March 19, 2024) – Bear Grylls, renowned survival expert and ultimate adventurer, will be at Falcon's Lair to sign autographs, lead product demonstrations and share his favorite upcoming local hiking opportunities on Saturday, March 24, 2024, from 9 a.m. to 5 p.m.

Grylls looks forward to using "Bear in the Lair" to connect with less outdoorsy fans who usually might choose to watch his feats from the comfort of their couch. He says, "While I do appreciate those who have watched my adventures on TV, I'd like to be a part of your journey into the outdoors. I'll be giving some of my best beginner hiking tips and tricks while showing you how to use some pretty awesome gear so that you can get out there and have your own adventures."

Throughout the day, Falcon's Lair will offer a 20% off Shop With Bear discount, with a portion of all proceeds going to Grylls' charity, Journey of a Lifetime Trust. JoLt Trust organizes expeditions for young people who face significant disadvantages so they may also have the opportunity to travel the world.

Colin O'Gara, a child from Easton who has been chosen for the next JoLt Trust expedition, will also be at Falcon's Lair to attend staff workshops and stock up on the gear necessary for his travels, compliments of the store.

"This is a great opportunity for novice hikers to learn from an expert, shop at discounted prices, and do some good for very deserving people," says Teagan Smith, the store's manager.

Falcon's Lair has provided premiere hiking and survival gear to those who share a fondness for the outdoors since its foundation in 1998. Falcon's Lair takes pride in having knowledgeable and experienced staff who can provide expert insights for whatever journey you might be looking to conquer next.

<div align="center">###</div>