

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Bear Grylls hosts event at Falcon's Lair

ALLENTOWN, Pa. (SEPT. 21, 2020) – Falcon's Lair will have adventurer and "Man vs. Wild" TV star, Bear Grylls, host an event called Bear in the Lair to support the charity, Journey of a Lifetime Trust. This year, it chose a 13-year-old boy from Easton Colin O'Gara to participate in its next adventure. The event will be Saturday, Sept. 26, from 9 a.m. to 5 p.m.

Every two years, the trust organizes expeditions all over the world for people, ages 14 to 21, with significant disadvantages. Falcon's Lair has invited Colin to join Grylls at the event to stock up for his trip.

"You only get one chance at life," Grylls said. "And you have to grab it boldly."

Grylls will offer free classes on various hiking and climbing topics for people of all ages and experience levels. He will demonstrate proper use of equipment, provide safety tips and share his top picks for hiking and climbing opportunities in the Lehigh Valley area. Falcon's Lair will offer a Shop with Bear discount throughout the day and a portion of all proceeds will go to the charity.

"Survival can be summed up in three words – never give up," Grylls said. "That's the heart of it really. Just keep trying."

For more information about Grylls and the charity visit the websites:

<http://www.beargrylls.com/> and <http://www.jolttrust.org.uk>.

Falcon's Lair is a hiking and climbing equipment retail store located in Allentown. The store has been open since 1998. Falcon's Lair serves all levels of experience.

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