

# MEDIA ADVISORY

## FOR IMMEDIATE RELEASE

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## **Bear Grylls attends event at Falcon's Lair**

**ALLENTOWN, Pa. (SEPT. 21, 2020)**

- WHO:** Bear Grylls, celebrity adventurer
- WHAT:** Bear in the Lair, a charity event featuring Grylls memorabilia, autograph signing and free workshops.
- WHERE:** Falcon's Lair  
Allentown, Pennsylvania
- WHEN:** Sept. 21, 2020 from 9 a.m. to 5 p.m.
- WHY:** Kickoff event for the Journey of a Lifetime Trust. Every two years, the trust organizes expeditions all over the world for people, ages 14 to 21, with significant disadvantages. Colin O'Gara, this year's recipient, will get the opportunity to pick up equipment for the expedition and meet Grylls.
- MEDIA:** Media will get opportunities for interviews with Grylls and Colin. They can also take pictures of Grylls memorabilia, event space and guests walking into the store.

**ADDITIONAL:** 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. Visitors will receive a 20% off discount while shopping that day.

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