

NEWS RELEASE

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Falcon's Lair hosts family-friendly day with TV personality Bear Grylls for children's charity Jolt Trust

ALLENTOWN (FEB. 7, 2017) – Falcon's Lair will host Bear in the Lair, a family-friendly day of learning about hiking and climbing, all for a good cause. The event will take place this Saturday, Feb. 11 at the sporting goods store located in Allentown from 9 a.m. until 5 p.m. TV personality Bear Grylls will be at the store leading several activities and promoting the children's charity, Jolt Trust.

During his visit to Falcon's Lair, Grylls will be discussing his top local hiking spots, demonstrating proper use of new equipment and signing autographs. He also will be accompanying local Easton boy, Colin O'Gara, a Jolt Trust recipient, around the store as he gathers the necessary equipment needed for his dream expedition, compliments of Falcon's Lair.

"Dreams are cheap," Grylls said. "The real task comes when you start putting in place the steps needed to make those dreams a reality. This is what Jolt Trust does for these kids."

Jolt Trust is a U.K. based charity dedicated to making a difference in the lives of children and young adults with disabilities, illnesses, and those dealing with abuse.

"Every two years, we organize expeditions all over the world for groups of young people (from fourteen to twenty-one years) with significant disadvantages," said president of Jolt, HM Queen Noor of Jordan. "We travel to far-away places. Jolt makes their dreams come true."

The event is free and open to the public. The community is welcome to come and learn about climbing from Bear Grylls and other employees of the store. All items in the store are discounted 20 percent and partial proceeds made during the event will be given to Jolt Trust to help fund further expeditions.

Falcon's Lair is a locally owned and operated sporting goods store established in 1998. Located in Allentown, Pennsylvania, Falcon's Lair serves clientele within eastern and southeastern regions of the state.

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