

MEDIA ADVISORY

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Bear Grylls visits Falcon's Lair for Bear in the Lair

An event for autographs, demonstrations and charity

ALLENTOWN, Pa. (SEPT. 23, 2018)

- WHO:** Bear Grylls
- WHAT:** Bear in the Lair event with Bear Grylls
- WHERE:** Falcon's Lair
1234 Hwy 5
Allentown, Pennsylvania 18101
- WHEN:** 9 a.m. to 5 p.m. on Saturday, Sept. 29
- WHY:** Falcon's Lair welcomes celebrity guest Grylls to the store for an event called Bear in the Lair, a day for charity, autographs and demonstrations of equipment.
- MEDIA:** Grylls will be available for brief interviews after his demonstrations. All Falcon's Lair staff members will be available for brief interviews at the end of the event. Transcripts from Grylls' demonstrations will be available at www.falconslair.com/bearinthelair 24 hours after the event ends.
- VISUALS:** Photographs and videos may be taken at any time during the event. Photographs taken by Falcon's Lair staff will be available at www.falconslair.com/bearinthelair 24 hours after the event ends.
- Additional:** More information about Bear in the Lair is available at www.falconslair.com/bearinthelair. Falcon's Lair is a hiking and camping store located in Allentown, Pennsylvania providing equipment catered to hikers and climbers of all levels of experience. More information at www.falconsslair.com

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