

News Release

For Immediate Release

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Falcon's Lair hosts Bear in the Lair

ALLENTOWN, Pa. (Feb.10, 2020) – “Man vs. Wild” TV star Bear Grylls will visit Falcon's Lair for its upcoming event Bear in the Lair. Journey of a Lifetime Trust has chosen a child from Easton, Colin O'Gara, to kickoff the expedition. This event will take place on Saturday, Feb. 15 from 9 a.m. to 5 p.m.

Grylls will be demonstrating proper use of cutting edge equipment and sharing his top picks for hiking and climbing opportunities in Lehigh Valley. He will also be signing autographs for those that attend the event.

The trust was established in 1983 and Grylls is one of its vice presidents. Its purpose is to create a positive and lasting difference for disabled, ill, neglected and abused young people.

“The difference between ordinary and extra-ordinary is just that little word – extra,” said Grylls. “Give that little bit extra.”

Falcon's Lair will be decorated with memorabilia from Grylls' most thrilling adventures. There will also be a series of classes taught by Falcon's Lair staff. These classes will be open to people of all ages.

“Those who are positive, resourceful, courageous and determined will emerge,” Grylls said.

Falcon's Lair will offer a Shop with Bear discount. Everything in the store will be 20% off throughout the day and a portion of all proceeds will go to the trust.

Falcon's Lair was established in 1998 in Allentown, Pennsylvania. It's a high-end hiking and climbing equipment retailer that serves hardcore, family and recreational hikers and climbers.

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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Falcon's Lair hosts Bear in the Lair

ALLENTOWN, Pa. (Feb.10, 2020)

- WHO:** "Man vs. Wild" TV star Bear Grylls
- WHAT:** Bear in the Lair, a charity event that kicks off its expedition with Grylls and a local child from Easton, Colin O'Gara.
- WHERE:** Falcon's Lair
Allentown, Pennsylvania
- WHEN:** Saturday, Feb. 15, from 9 a.m. to 5 p.m.
- WHY:** Raising money for Journey of a Lifetime Trust with Grylls will raise awareness. Grylls will demonstrate proper use of equipment and share his top picks for hiking and climbing opportunities in Lehigh Valley.
- MEDIA:** Pre-event video coverage of Grylls and O'Gara will be available. Grylls and O'Gara will be available for interviews during the event. Grylls will be signing autographs and providing access to his personal memorabilia collection from his most thrilling adventures.
- ADDITIONAL:** Falcon's Lair will offer a Shop with Bear discount. Everything in the store will be 20% off throughout the day and a portion of all proceeds will go to the trust.

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Fact Sheet

Press Contacts:

National Park Service

(808) 572-4400

Haleakalā National Park for seniors

Senior Pass

- All U.S. citizens or permanent residents that are at least 62 years old are eligible for either the lifetime or annual admission senior pass.
- The lifetime admission and discount pass costs \$80 and the annual admission and discount pass costs \$20. Each pass provides a 50% discount on some amenity fees such as camping, swimming and specialized interpretive services.

Traveling

- The drive through Haleakala Highway and then up the winding Haleakala Crater Road leading to the summit of Haleakala can take up to two hours.
- Visitors may experience altitude sickness during their long drive and its highly recommended to travel with nausea medicine.
- There is no food, beverage or gasoline in the park.

Summit Area

- Elderly visitors, pregnant women, young children and those with respiratory or heart conditions should consult their doctors prior to traveling to high elevations.
- The Summit Area of the Haleakalā National Park reaches an elevation of 10,023 feet at the summit.
- The mountain is in the middle of the Pacific Ocean which means weather patterns can fluctuate throughout the day. The summit is about 30 degrees cooler than the coast.

Kīpahulu Area

- The Kīpahulu Area is located on the coast of the island. In the event of a medical emergency medical assistance may take up to an hour to arrive from a nearby town.
- The weather in the Kīpahulu Area is mild and wet. The average temperature is between 70 and 80 degrees Fahrenheit during the day. At night, it can drop between 65 and 75 degrees Fahrenheit.

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BACKGROUNDER

Media Contacts:

National Park Service
(808) 572-4400

HALEAKALĀ NATIONAL PARK

Haleakalā National Park is an American national park located in southern Maui – one of the two national parks in the Hawaiian Islands. The park covers an area of 33,265 acres and is known for its volcanic crater.

Polynesian's first arrived to the Hawaiian Islands more than one thousand years ago. In 1819 the first American missionaries arrived to Maui and instilled market values into the Hawaiian culture.

Before the Hawaiian Islands belonged to the United States, they were a kingdom that became a republic in 1894. Four years later the Republic of Hawaii was announced as a territory of the United States. The southern area of the island became a national park in 1916 primarily because of tourist interest.

After the park was established by Congress, the road to the summit of Haleakalā was built between 1933 and 1935. This road was vital for allowing visitors to reach the crater. Today it still takes up to two hours to drive through the Haleakala Highway and then up the winding Haleakala Crater Road.

In 1951 Kīpahulu Valley was authorized to be included in Haleakalā National Park. This is a biological reserve that has wet rainforests and bogs. In 1967 a group of scientists sponsored by The Nature Conservancy explored the valley and studied its plants and animals. They observed several species of rare native Hawaiian birds which were previously known to be extinct. Ninety percent of the 228 species of plants they recorded were native. This area now protects a traditional native Hawaiian land division called ahupua'a that protects all resources between the sea and the summit.

In 1959 Hawaii became the 50th state of the United States. Haleakalā National Park was recognized as an International Biosphere Reserve in 1980.

Today the park not only hosts activities such as hiking, skywatching and zip lining, but it's also home to over 400 species that are native to Hawaii. Haleakalā National Park was created to protect the land and species that inhabit it and its purpose is to remain a natural area.

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