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FOR IMMEDIATE RELEASE

Great Passion Play Exploring Additional Recreational Uses for Property

(EUREKA SPRINGS, AR) - The Great Passion Play is excited to announce the exploration phase for the development of further recreational use of the Passion Play grounds. Renowned mountain bike and recreational trail builder Tony Boone will be at the almost 700 acre complex of the Great Passion Play in Eureka Springs, Arkansas this week to develop a master trail plan for the property.

“We started building hiking and nature trails through the Holy Land Tour area with youth mission trip groups last summer and it really started to snowball from there,” said Kent Butler, director of marketing for the Play. “After hiking the trails with members of the local Carroll County Ozark Off Road Cyclists organization last fall, we saw that hiking was just the beginning and that mountain biking especially was something that people wanted to do. We soon got connected with Brannon Pack, the executive director for Ozark Off Road Cyclists, who really became a catalyst in this project.”

The Ozark Off Road Cyclists non-profit organization has helped build notable trails in Devil’s Den State Park, Hobbs State Park, and in Lake Leatherwood Park in Eureka Springs, among many others. Pack added, “You can feel the synergy at work with the Passion Play, our organization, the NWA Trailblazers, and with Tony Boone coming into the picture.” Pack continued, “Tony literally helped write the book on building

awesome single-track and great riding experiences for the International Mountain Bike Association.”

“When I came into Eureka Springs last year,” Justin Huss, the Eureka Springs parks director, shared, “I said that we were going to have a trail system that’ll be the envy of all in the area. We have made great strides in making that a reality and this makes it even more so. Our goal of connecting the great trails of Lake Leatherwood to Black Bass to trails in town to now the potential of the Passion Play is really an amazing opportunity.”

“The Christ of the Ozarks has been open free to the public year-round since it was built in 1966,” shared Randall Christy, the Play’s executive director. “And, we are excited for the potential for the rest of the undeveloped property to be open for people to experience as well. There are things for people to do year-round here on the Passion Play grounds already and this just adds quite a bit to that.”

“This week my team is boots on the ground,” Boone said. “We are going to hopefully craft a masterplan that will transform the Passion Play’s undeveloped property into a piece of mountain biker heaven.” Tony is a pioneer in the evolution and art of creating sustainable, machine-built trails for mountain bikers.

The Great Passion Play’s performance season runs until the last weekend of October with year-round attractions including the Christ of the Ozarks, Holy Land Tour, hiking and nature trails, Noah’s Ark Park Petting Zoo, Bible Museum, Berlin Wall Section, Church in the Grove, and gift shops. For reservations, performance schedules, volunteer opportunities, or special event information, go to GreatPassionPlay.org or call toll free 800-882-7529. Join the 7.8 million who have seen “The Greatest Story Ever Told” at The Great Passion Play in Eureka Springs, Arkansas.

The Great Passion Play is a 501(c)(3) nonprofit organization.

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