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FOR IMMEDIATE RELEASE

Great Passion Play Opens the First of Many Trails to Come

(Eureka Springs, AR) – The Great Passion Play excitedly opened their first 4.3 mile trail loop on May 1st. This loop, now dubbed “Genesis,” is a beginner friendly, machine built, mountain biking trail that is an exceptional start to the expansion of recreational activities becoming available on the property. The trail is open to the public every day from sunrise, to an hour after sunset and is available to bikers, hikers, trail runners, and even pedal assist e-bikes. In addition to Genesis, the first intermediate trail, “Holy Roller,” opened on May 11th. Holy Roller provides fast, flowy fun through berms, rollers, and small drops and jumps. All drops and jumps on this trail are optional. The goal of this trail system is to provide safe recreation for all levels of trail users.

Tony Boone, the mastermind behind the design of the trail system, has been in the business for over 35 years. His trail business is built on sustainability, stewardship, innovation, and integrity. Guests of the property can rest assured that these trails will provide fun recreational use for many years to come! Under the leadership of Tony Boone Trails, the other crews that have been involved in the construction of trails include, Tango Trailworks, Val Naylor Trail Specialist, Trail Arts Inc, and Jagged Axe Trail Designs. Tony says, “Our crews have been super stoked about sculpting the topographically blessed terrain in Eureka Springs. The latest kinesthetic sculpture, Holy Roller, by our Jagged Axe crew, is truly a rowdy slice of heaven!”

The combination of this property and a great trail system provides a wonderful venue opportunity for mountain biking and trail running races. In fact, Genesis was designed specifically to meet the specifications needed to host NICA (National Interscholastic Cycling Association) mountain bike races. The first race on the calendar is scheduled for November 4th of this year. “We are so excited to bring our community of mountain bikers and families to the Great Passion Play property! The trails are awesome and fun, and built specifically for students to race on,” says Kyla Templeton, director of the Arkansas NICA high school mountain bike racing league.

Kent Butler, Director of Operations at the Great Passion Play, says, “We are so excited to explore these modern avenues of recreation and are blessed to be a part of these new partnerships.” The popularity of mountain biking has grown a lot in the past ten years, especially in Northwest Arkansas and the staff at The Great Passion Play and Tony Boone Trails are excited to get to be a part of it. Boone states, “The folks at the Great Passion Play have been so helpful and kind, and our team feels strongly that the property is being reborn!”

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 biking trails, Bible Museum, Berlin Wall Section, Church in the Grove, and gift shops. Join us for the play’s 50th year anniversary season! 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.

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

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