

PRESS RELEASE -- Images at the Cross Project Vision

With the recent financial and market upheaval, conventional wisdom might say that philanthropic endeavors might have come on hard times. But to the man behind the vision of Images at the Cross, now is the perfect time to start.

Dean Brown is on the Board of a new 501(c)3 non-profit charitable organization called Images at the Cross and he sees a very different future than the current turmoil in Wall Street and Main Street. "Our country's economic wealth has exploded during the past 50 years. Conversely, our moral, family and spiritual values as a whole have plummeted to unthinkable depths. Scores of people are deep in despair and believe our future is beyond hope. Our culture and the spiritual well-being of our world are at risk. In a world of conflict and doubt, Jesus Christ continues to change the course of human history by tangibly showing us the meaning of Godly Love."

The motivation behind Images at the Cross is to build a distinct and unique inspirational monument to the glory of Jesus Christ and then use the monument and the attendant facility to create a unifying spiritual experience for people that they can then use to create a positive impact in today's modern world. The monument is to be located seven miles north of Branson, Missouri on land donated by Mr. Brown and will include a 20 story tall cross atop a 100-foot tall bluff overlooking the panorama of the Ozarks. The horizontal span of the cross will be 100 feet wide at the 15-story level and can be accessed by elevators. The location for constructing the monument is strategic as nearly seven (7) million people visit Branson annually. Positioning allows the Cross to be seen from miles around, including elevations near Branson itself.

Mr. Brown describes the mission of Images as "helping people know Jesus Christ, seek His kingdom, and be spiritually transformed in a modern culture." He believes that Images can help by "aiding and inspiring individuals from around the world in a way that would spiritually transform their lives" thereby empowering them and enabling them to change their small corner of the world for the better. He continued by saying "We are not attempting to compete with the local church or denominations, but rather compliment and support the mission of Jesus Christ 100%. Our goal is to be relevant, nourishing, relational, expositional, uncomplicated, and uplifting to those seeking Truth."

The importance of family oriented activities is high on the list of goals created by the Board of Directors for Images. Therefore, an additional adjacent facility is planned to contain a non-denominational worship center, theatre, and seasonal displays that will change over time to provide impetus for return visits. In a world where costs to a family are a significant part of the decision-making process in deciding where to go, Mr. Brown says, "My greatest hope is the enabling of this project to survive through private contributions, ideally from an endowment or trust funded from the initial fundraising campaign. If a young child is driving by with their family and asks their parents to come see the Cross, I don't want the parents to have to say no because of a ticket price. I want the project to be the hottest ticket in town 'free of charge'."

www.imagesatthecross.org