

PRESS RELEASE -- Taney County Board of Adjustments approved the variance

Taney County Board of Adjustments approved the variance requested by Images at the Cross, a 501(c)3 non-profit corporation, to construct a 20 story tall cross at the northwest corner of the intersection of U.S. 65 and Missouri 160. The variance was requested to allow the construction of the cross higher than the normal 100 foot building limit in Taney County's building code and also to reduce the amount of setback from the boundary required by code for a structure of that height.

Images at the Cross is a nondenominational charitable organization with plans of creating a unique and moving experience for all visitors highlighted by a retelling of the life of Jesus Christ in the horizontal span of the cross as accessed by elevators. An additional structure at ground level is planned for the housing of a museum, theatre, a Disney-like first class multimedia and sensory experience called Bible Alive, and a chapel for local congregations of all Christian denominations to use in the furtherance of Christ's mission on earth. Board member Dean Brown, who grew up in Taney County, expounded on this mission saying, "I want everyone who visits to feel at home and that something is there for them. Our message is turning back to biblical principles of love, hope, forgiveness and eternal life. We welcome people's ideas, thoughts and prayers, and we'd like their help. This is an interdenominational project prepared in such a fashion as to be designed with them in mind." Mr. Brown has also committed his financial resources to the project as he has donated the land for the cross and museum as well as other project expenditures with an estimated value of \$2,000,000. While this project started as Mr. Brown's vision, he does recognize the importance of the local community in this project saying, "No where else in the United States or the world could such a project be approved as enthusiastically as it has been in Branson, Missouri. The local community's mindset is on family and they are caring and generous of their time and skills but more importantly, they love God here. A community where Christian music is played openly in local restaurants is the perfect place for this project". Mr. Brown continued by saying "this is not my project, it's everyone's project and I'm just voicing the message that many others share in their own hearts."

With the variance granted by the Taney County Board of Adjustments, Images at the Cross now plans on moving forward into the fundraising phase of the project with the help of Quest Marketing, a professional fundraising organization with experience in the non-profit and charitable fields. Of the expected \$50 million needed to fund the project, \$35 million would be allocated for the construction and the additional amount held in an endowment to maintain and operate the project into the future. Images at the Cross hopes to start construction some time in 2010 with completion in 2011.

www.imagesatthecross.org