



An Overview of CrossWalk – the Trail of Amazing Grace

- This original script introduces the character of Joseph of Arimathea (who, in the Gospels, is named as the businessman who gave his family tomb to be used as the burial place of Christ's body). Joseph becomes the narrator, taking the audience into the story of the week that ended with the first Easter.
- The concept of this drama is unequalled. The audience is literally brought up “on stage” to experience the drama as it happens around them. They find themselves not simply viewing the drama, but experiencing it ‘first-person’ as the reenactment takes place immediately before them.
- As a street drama, CrossWalk takes the audience through five blocks of scenic sets, increasing the personal experience of each audience member. Realistic scenery, soldiers on horseback, horse-drawn chariot and exotic animals all add to the realism of the event.
- Since it's premier performance in 2001, CrossWalk has entertained over 20,000 visitors taking the ‘tour’ in intimate groups;
- After years of improving sightlines and foot-travel, the play reached it's limit at allowing 300 people per performance. Over the past several years, every performance has been maxed out without local publicity.
- Over 70% of attendees are from out of this area; while drawing heavily from throughout the Carolinas and Virginia, families from as far north as Maryland, as far south as Florida, and as far west as Ohio, and even visitors from outside the US have been found in our midst.
- Two years ago, we assisted a tour company from Ohio in setting up a KM itinerary which included a visit to the battleground, overnight stay in KM, and a catered meal. Their tour-bus load were fascinated by the event and loved their visit.
- For many people, this event has become their first contact with Cleveland County.
- It has been estimated that this presentation annually brings an economic impact to Kings Mountain of more than \$20,000.
- The success of this event is now defined in its limitations:
 - We can no longer expand our space availability;
 - We cannot continue to keep adding performances with volunteers;
 - We have become an entity “on the radar” of tour groups; however, because we are an outdoor event, tour companies are hesitant to schedule this event in their itineraries.
- After nine years of refinement and qualified success, CrossWalk is ready to become a significant, destination attraction.

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