

REGIONAL AUDIENCE NEWS RELEASE

For Immediate Release

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COLESHILL NATIONAL PRAYER LANDMARK LAUNCHES CROWDFUNDER TO RAISE LAST 2.5MILLION BEFORE CONSTRUCTION CAN BEGIN

The much anticipated new national landmark, the Eternal Wall of Answered Prayer, has today launched its final crowdfunding effort before building of the structure commences. The Crowdfunder aims to raise £2.5 million in just 40 days, with each penny contributing directly to the building of the monument itself. The Eternal Wall of Answered Prayer, will be built between the M6 and M42 motorways, and aims to make hope visible by profiling a million answered prayers on a site near Coleshill on the outskirts of Birmingham.

The public art piece will stand at 169 feet, over twice the size of the Angel of the North, and is expected to attract 300,000 visitors each year, contributing £9.3 million to the local economy. The Crowdfunder hopes to raise the final amount of the total £10 million of the estimated cost.

Founder and visionary behind the Eternal Wall, Richard Gamble, says, "The idea behind Eternal Wall of Answered Prayer has always been to build a crowd-created piece of public art, that will make hope visible. We're not building this landmark to have something nice to look at, we're building a community-focused structure that carries a legacy; generations in hundreds of years' time will see it and be inspired. Every penny donated through this Crowdfunder will go directly into building the Eternal Wall and create a people-driven place of hope."

Once constructed, all profits raised from the ongoing operation of *Eternal Wall of Answered Prayer* will fund one million bricks to be donated to local social housing - a brick for each answered prayer. Organisers behind the project will link with two social housing partners, as well as local council housing charities, and international social housing initiatives to provide enough finance to build 100 houses.

Gamble continues, "This sculpture is making hope visible, whilst planting seeds of hope to meet others at their point of greatest need, also helps change their narrative to one of restoration. Social housing is at a crisis point in the UK and it is our hope that we can play a small part in contributing to providing more homes. Our hope would be that Eternal Wall of Answered Prayer creates opportunity to support those charities who are working to help those most in need."

The Eternal Wall of Answered Prayer was given the green light in 2020, after North Warwickshire Borough Council granted planning permission, and the Secretary of State ratified the decision. Building begins on the monumental structure in 2022, with the road being the first focus of construction starting in October 2021. The iconic 'eternal' arch structure will be constructed using one million bricks with each representing individual prayers that have been answered for people across the country.

Steve Maxey, Chief Executive, North Warwickshire Borough Council, says, "We are greatly excited by this project – I strongly believe it will come to be as loved by people locally and nationally as the Angel of the North, and brilliantly complements our work on improving mental health and wellbeing."

Andy Street CBE, Mayor of the West Midlands says, "It's an incredibly ambitious, stunning project... in terms of a real statement, a landmark for the Midlands, I think it's an incredibly progressive, ambitious piece of architecture."

To find out more, or donate to the Crowdfunder, please visit: [crowdfunder.co.uk/eternalwall](https://www.crowdfunder.co.uk/eternalwall)
Ends

For more information, an interview or photos, please contact Esther Jolliffe on e: esther@jerseyroad.co.uk or t: +44 (0)7772 610202.

For more information about Eternal Wall of Answered Prayer please visit:

Web: <https://www.eternalwall.org.uk>
Twitter: <https://twitter.com/eternalwalluk>
Facebook: <https://www.facebook.com/EternalWallUK/>

To view the announcement video view: <https://www.youtube.com/watch?v=hdzR0Kk9ow0>

Notes to the Editor

About Eternal Wall of Answered Prayer

Eternal Wall of Answered Prayer will be a huge, thought-provoking piece of public art created to make hope visible by showing the reality of the power of prayer.

The arch structure will be constructed using one million bricks, each representing individual prayers that have been answered from across history and by current generations.

Built in the heart of the UK between the M6 and the M42 motorways near Birmingham, the structure hopes to create a nation of storytellers; to transform the culture of the UK, to become one where stories of the miraculous can become part of the nation's consciousness.

The structure will tower 51.5m into the skyline and will be seen by over 500k journeys per week, with expected visitor numbers of 300k per annum. The project is a people-driven, community-focused project

that will seek to generate a gross social value of £1.4billion, including £430million in local charitable donations. The project will also be donating one millions bricks to fund local social housing.

To donate to the project, or to submit an answered prayer please visit: eternalwall.org

Economic Impact doc:

<https://www.dropbox.com/s/r8r21c9h8py3jjs/The%20Wall%20of%20Answered%20Prayer%20-%20Economic%20infographic%20-%20A4.pdf?dl=0>