



**ARK**

**ENCOUNTER**

LARGER THAN LIFE

## Ark Project Vision

To rebuild the Ark, to full-scale biblical dimensions, as a sign to the world that God's Word is true and its message of salvation must be heeded (Romans 3:4, 5:12). Just as the Ark in Noah's day was a sign of salvation, as well as judgment, an Ark rebuilt today can be a sign to point to Jesus Christ, the Ark of our salvation, and to coming judgment (2 Peter 3:5-13; John 10:9).

## Experience

Answers in Genesis (AiG) is the non-profit Christian ministry behind the highly successful Creation Museum. In just over 6 years, 1.8 million guests have visited the \$35 million museum, which was funded by donations from tens of thousands of supporters. The Ark and the planned future phases are an expansion of the exhibits that guests enjoy and desire at the Creation Museum.

## Project Highlights

**Cost:** \$73 million initial phase, \$52.6 million in projected future phases over the first 10 operating years.

**Funding:** \$13 million already provided from AiG through donations raised, and remaining funds from pending bond offering and AiG (through its donation campaign). Future phases will be funded through projected earnings.

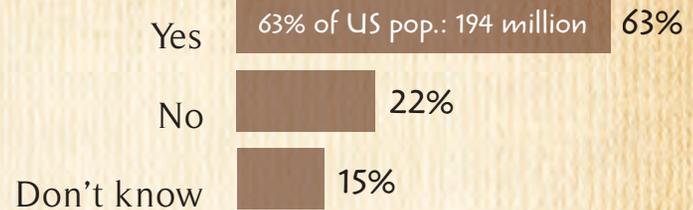
**Timeline:** 20 months from the close of the offering to the grand opening of the Ark Encounter.

## Kingdom Opportunity

Answers in Genesis engaged America's Research Group (ARG), a market research firm that accurately forecast the first-year attendance (400,000) for our Creation Museum, to conduct a nationwide survey regarding the Ark project.

ARG has forecast that between 1.2 and 2 million people would visit the Ark Encounter in the first year.

### If a replica of the Ark was constructed in the US, would you take your family to see it?



### 1st-year attendance forecast:

1,200,000 to  
2,000,000

 = 100,000 people



## The Ark—A Great Reminder



The full-scale Ark of Noah was over 500' long, 80' wide and 50' tall—an amazing ship that God instructed Noah to build. The account of the Ark is one of the best-known historical events in the Bible. Other than the cross, I believe the greatest reminder of man's sinful state and God's gift of grace in providing a way of salvation is that of the Ark of Noah.

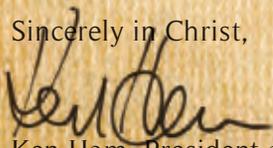
The Flood account provides a reminder that God judges the wickedness of man. But the Ark that Noah built should also be a reminder of the gift of salvation that God provides. As Noah and his family had to go through a door to be saved, so we also need to go through a door to be saved for eternity: "I am the door. If anyone enters by Me, he will be saved," (John 10:9).

God has burdened AiG to rebuild a full-size Noah's Ark—as a sign to the world that God's Word is true, and as a reminder that all men are sinners, and we all need to go through the "door" to be saved.

Detailed research indicates upwards of 2 million guests a year will visit and encounter the Ark. Through its exhibits, we trust they will have an encounter with God's Word. Most of all, we pray they will have a saving encounter with the Lord Jesus Christ, our modern-day Ark of salvation.

I urge you to prayerfully consider how you could be a part of what could be one of the greatest evangelical outreaches of our time as we do what we can to get people to the "door" of the "Ark"—the Lord Jesus.

Sincerely in Christ,



Ken Ham, President and CEO

## Pending Bond Offering

The information presented here does not constitute an offer to sell or the solicitation of an offer to buy any securities—it is for informational purposes only. Any offer to sell and any solicitation of an offer to buy bonds will only be made by means of a formal bond offering in accordance with applicable federal and state securities laws.

**General:** The bonds will not be rated by any rating agency. The bonds will be electronically registered with the Depository Trust Company and CUSIP, and issued in book-entry form. The bonds will also be offered in two series. Series A will be Senior debt, and Series B will be Subordinate debt to Series A.

### Minimum Investment Amount:

**Series A**—\$250,000 with \$5,000 increments thereafter.

**Series B**—\$5,000 minimum and increments thereafter.

**Rate:** The bonds will be fixed rate taxable bonds to maturity subject to market conditions at the time of the offering. Interest payments will be made semi-annually.

**Series A**—5.25% indicative rate as of July 1, 2013.

**Series B**—6.00% indicative rate as of July 1, 2013.

**Term/Repayment:** Final bond maturity will be:

**Series A**—7 years, principal payments start in 3rd year

**Series B**—16 years, principal payments start in 8th year

**Marketability:** The bonds will be transferable but are not expected to have any substantial secondary market.

**Not an Obligation of AiG:** The bonds will be secured solely by the revenues and assets of the Ark project and will not be an obligation or liability of Answers in Genesis nor be secured by any of AiG's revenues or assets. Investment in the bonds is not appropriate for everyone and entails a level of risk.

## The Leaders of the Ark Project



Ken Ham, CEO/President, AiG

Since moving to America in 1987 from Australia, Mr. Ham has become one of the nation's most in-demand Christian speakers and a frequent guest on national TV and radio programs. Mr. Ham co-founded AiG in 1994 with the purpose of upholding the authority of the Bible from the very first verse.



Mike Zovath, Sr. Vice President, AiG

Mr. Zovath is one of the three founders of AiG. Now heading up the Ark project, Mr. Zovath was responsible for operational concepts, development, construction, and early operations for the Creation Museum.



Patrick Marsh, Director of Design, Creation Museum and the Ark project

Mr. Marsh is the creative genius behind the incredible exhibits of the Creation Museum. He is a world-renowned art director whose designs include the popular Jaws and King Kong attractions at Universal Studios in Florida.

### Ark Bond Placement Agent Contact:

Ross, Sinclair & Associates, LLC  
700 Walnut St., Cincinnati, OH, 45202.  
Attn: Daniel R. Blank | 513-762-3591

Ark Bond Information Website: [ArkBonds.com](http://ArkBonds.com)

## Future Phases for Ark Encounter



### The Walled City

A pre-Flood themed area around the time of Noah.

### Noah's Animals and Aviary

Live shows with animals from around the world.

### Children's Area

A themed area for kids to play in and learn about God's creation.

### The Tower of Babel

Featuring a special effects theater explaining "Who is Jesus?"

### Journey through Biblical History

A SFX journey through biblical history from Abraham to Moses.

### First-Century Village

"Walk where Jesus walked" in this village replica.

Donation or funding questions: Joe Boone, AiG VP of Advancement, 859-727-2222 x 436 or [jboone@answersingenesis.org](mailto:jboone@answersingenesis.org)

PO Box 510, Hebron, KY 41048  
[ArkEncounter.com](http://ArkEncounter.com)

