



Ringling Out Hope:

HOW AN ANYONE PRAY PRAYER LINE OUTREACH SHONE AT THE PARADE

In the heart of Brantford—famously known as “The Bell Capital of the World”—a remarkable story of community connection unfolded during the December 2024 Santa Claus Parade. New Life Church turned a festive celebration into a powerful moment of spiritual outreach, leveraging the 150th anniversary of Alexander Graham Bell’s telephone invention in a truly innovative way.

A COMMUNITY’S LIFELINE

With an estimated 30,000 parade attendees and a broadcast on Rogers Television, New Life Church seized a unique opportunity to introduce the Anyone Pray prayer line. “We love our community and want them to know we’re constantly praying for them,” says Pastor Mark Quinlan. “If you have a need, we’re here to listen, to support, to pray.”

THE POWER OF CONNECTION

Pastor Mark Quinlan and his team understand that technology isn’t just about communication—it’s about connection. They demonstrated how modern communication can bridge spiritual support and community engagement.

BEYOND THE PARADE: A LEGACY OF PRAYER

The Anyone Pray platform, powered by Crossroads, represents more than a phone line. It’s a testament to decades of spiritual support, building on the Crossroads Prayer Centre’s incredible history of over 14 million answered prayer calls since 1977.

WHAT MAKES ANYONE PRAY UNIQUE?

- 24/7 crisis pastoral prayer support
- Personalized church-specific experiences
- Comprehensive community outreach toolkit
- Guaranteed caller anonymity

A CREATIVE APPROACH TO OUTREACH

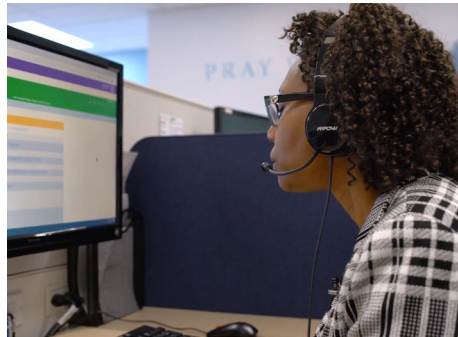
By aligning their message with the telephone's historic anniversary, New Life Church did more than participate in a parade. They:

- Highlighted their 24/7 prayer line (226-401-8927)
- Demonstrated innovative community engagement
- Showed that spiritual support can be both modern and accessible

THE RIPPLE EFFECT OF HOPE

Each parade participant, each television viewer, became part of a larger conversation about community, support, and spiritual connection. The Anyone Pray platform isn't just a service—it's a lifeline, extending the church's mission beyond physical walls.

Hope is Always Just a Call Away



THE BIGGER PICTURE

In an age of digital disconnection, New Life Church and the Anyone Pray platform prove that genuine human connection—rooted in compassion and faith—can transform communities, one prayer at a time.

Join the Movement. Stay Connected. Find Hope.

