



Contact: Hillary Lowe  
[maize@farmsteadfestival.com](mailto:maize@farmsteadfestival.com)  
208.921.1741

## PRESS RELEASE

### JIMMY CRACKS CORN AT THE FARMSTEAD Idaho Cornfield Features Comedian

**Meridian, ID—SEPT 12, 2016**—Giggles, chuckles, and full-on belly laughs will soon be heard among more than one million ears of corn when an Idaho farm invites visitors to get lost in fun. The 2016 cornfield creation at The FARMSTEAD beckons visitors to get lost in a world of comic relief and playfulness with pathways forming the image of former Saturday Night Live Star and current Tonight Show Host Jimmy Fallon.

Every year, Idaho farmers Jim and Hillary Lowe use one of their cornfields as a blank canvas to carve pathways in the shape of an intricate image. It all begins with a concept, a plan, and a lot of elbow grease to map the pathways in 18 acres of corn. The resulting labyrinth becomes an anchor attraction for a month of homegrown fun at The FARMSTEAD Corn Maze and Pumpkin Festival.

Design selection is always a topic of interest around the community. “We wanted a design this year that would invite everyone to escape the seriousness of the world,” said farmer and maze designer Jim Lowe, “Maybe, if you can just get inside Jimmy’s head, we can all come out a little more lighthearted.”

Although The FARMSTEAD has a portfolio of 20 years’ worth of corn mazes, this is the first time the field has featured a comedian or television personality. It’s a corny twist for an accomplished comedian accustomed to seeing his name in lights. Significant as the grassroots tribute may be, its days are numbered. The whole field will be harvested in November to feed cows at a local dairy. “Ultimately, it will become milk used for cheese production,” said Lowe. “I guess we could say it gets a little cheesy at that point, but that would be going too far.”

The FARMSTEAD will be open to the public September 23 - October 29, Monday-Saturday. It is located just west of Boise, near I-84 at the Eagle Road exit. For more information or to make reservations, call 208-922-LOST (5678) or visit [www.FarmsteadFestival.com](http://www.FarmsteadFestival.com).

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**About The FARMSTEAD:** Originally known as “The MAiZE,” The FARMSTEAD was established in Meridian, Idaho in 1997, and is the state’s longest-running corn maze. Now in its 20<sup>th</sup> year, The FARMSTEAD has progressed from a simple cornfield experiment to a nationally recognized attraction. The FARMSTEAD was recently nominated as part of the USA TODAY 10BEST List of the Best Corn Mazes in the country. In previous years, The FARMSTEAD has been featured nationally in TIME Magazine, New York Magazine, Good Morning America, USA TODAY, Conde Nast Traveller, and on The TODAY Show. The FARMSTEAD offers a full, seasonal experience, including corn mazes, hayrides, pumpkin picking, pig races, great food, and much more. For more information, visit [www.FarmsteadFestival.com](http://www.FarmsteadFestival.com).