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PRESS RELEASE

JIMMY CRACKS CORN AT THE FARMSTEAD **Idaho's Original Corn Maze Celebrates 20 Years of Getting Lost**

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 a Meridian farm opens The FARMSTEAD Corn Maze and Pumpkin Festival for its 20th season. The 2016 cornfield creation beckons Idahoans 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, Kuna 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 of The FARMSTEAD as Idahoans navigate the corn maze, pick pumpkins, and engage in a wide array of farm-based fun.

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 we can get inside Jimmy’s head, we can all come out a little more lighthearted.”

Idaho’s longest running corn maze now in its 20th 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.

Outside of the cornfield, visitors young and old can embrace the ultimate FARMSTEAD experience with their family and friends, including hayrides, pumpkin picking, pig races, The Creature, great food, and much more. The Field of Screams haunted experience is available Friday and Saturday nights during October. Throughout the season, The FARMSTEAD will host a variety of special events including a Scarecrow Jamboree with local Scout troops, a celebration of our Hometown Heroes, Grandparents Day, Dog Day, Touch-A-Tractor event, Patch’s Pumpkin Party to celebrate all things pumpkin, and the annual Pumpkin Smash and Candy in the Corn Trick-or-Treating. Fireworks shows are planned each Friday night to commemorate 20 years.

The FARMSTEAD will be open to the public September 23 - October 29, Monday-Thursday from 4-9 pm; Fridays from 4-11 pm; and Saturdays from 10 am 11 pm. It is closed Sundays. The FARMSTEAD is located at 1020 South Rackham Way, near I-84 at the Eagle Road exit. For more information about events or to make reservations, call 922-LOST (5678) or visit 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. 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.