



The Cornfield Maze Adventure
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Backgrounder

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Maize Quest in York County, PA Celebrates 12 Seasons with 33 Franchise Locations in the US and Canada

New Park, PA – (August 1, 2008) - In 2008, Maize Quest launched its 12th season at Maple Lawn Farms in Southern York County, Pennsylvania with an exciting new maze design on the theme “China: Forbidden City”. Maze Master Hugh McPherson announced 33 franchise operations in 17 states from Maine to Florida and west to Missouri. He includes three locations in Canada and sells maze designs to several locations in England. More than 350,000 visitors are expected to experience a Maize Quest Cornfield Maze Adventure this season.

Flagship Maize Quest Extends Season at Nation’s First Maze Theme Park

In its 12th season, the **Maze Fun Park** at the flagship Maize Quest location in York County, PA boasts a record number of 20 on-site mazes, more than at any other single site in the US.

Some of the most popular are “**Miner Max**, The Secret of the Lost Mine,” a construction-theme maze that includes an opportunity to sluice for gemstones. The **Mist Maze** offers a fine spray to explorers and delivers relief from the summer sun. The park also boasts the 80-foot long tunnel slide down the 40-foot high **Maze Mountain**. McPherson bills his flagship Maize Quest location as the America’s first and only **Maze Fun Park**.

Maize Quest Boasts Rich History

When he graduated from Penn State in 1996, Hugh McPherson sought a way to use his entrepreneurial talents and create his own niche business. A fifth-generation farmer, with a degree in Agriculture Economics, Hugh decided to return to the Maple Lawn Farms, the family operation, and make his own contribution. Familiar with the success of a few cornfield mazes operating elsewhere in the country, he convinced his father to rent him a cornfield and let him give it a try.

Developing a business plan for the project, Hugh coined the trademark name Maize Quest, the Cornfield Maze Adventure, and added a storyline with educational elements to each maze to make the concept more interactive. Hugh’s steps also included eliciting the sponsorship of his parents’ Maple Lawn Farms and gaining the full support of the entire McPherson family.

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Brief History of Maize Quest

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Dubbing himself The Maze Master, he launched Maize Quest in 1997 using the theme "The Tree of Life." Created by his sister Gretchen, a graduate of California Institute of the Arts. The intricate maze design embodied the branches and roots of a giant tree and used an agricultural theme, stories and symbolism. 7,000 visitors enjoyed the unique cornfield experience and the concept flourished in its first year.

Creative Themes and Marketing Drive Growth

The following year, Hugh approached Penn State University's Landscape Architecture department to develop a maze design as a scholarship competition. A student from Binghamton, NY won with his dragon and castle design. Maize Quest 1998 "Challenge the Dragon!" attracted More than 31,000 people to its 8,000 feet of pathways, all visible from a 40-foot observation tower at the edge of the maze. Many visitors enjoyed hayrides or picnics and also visited the Maple Lawn Farms market for seasonal fruit grown in the orchards. Group tours flourished.

The 1999 maze design merged the images of five wild animals into the shape of Africa for a maze that covered more than 10 acres. Over 36,000 people went on Safari! A new 7,000 sq ft. Maize Quest Command Center provided space for ticket sales, concessions and a mini farm museum. Lynd Fruit Farm in Ohio signed on as the first Maize Quest franchisee.

Maize Quest Hires Designer, Adds Features

In its fourth year, Maize Quest partnered with professional designer **Dave Phillips**, author of several maze design books. Phillips created "Escape from Egypt" by incorporating Egyptian hieroglyphics and images into a design with over 10,000 feet of pathways without dead ends. In addition to the popular *Straw Bale Maze* for kids, Maize Quest made several additions in response to visitors' requests: *The Ever-Changing Fence Maze*, made of movable wooden walls; the *Bamboozle*[®], a permanent maze designed in live bamboo plants; and a picnic pavilion, built with beams from an historic farm shed. The following year saw the addition of the *Rope Maze* and *Maze Mountain*, the 80-foot giant slide. The *Stone Labyrinth* came on board in 2003.

Maize Quest 2008 Expands to 33 Locations in 17 States and Canada

Reflecting the success of the original Maize Quest and its franchisees in 2001, interest blossomed nationwide and Hugh doubled locations in 2002 and continued to expand locations and services each subsequent year. Tied together through email and the Maize Quest website, the farms share ideas and techniques but often use a design created to tie in with local history or their farm operation. In visits to each operation, Hugh offers technical expertise on planting the corn and cutting of the design. Hugh and his staff at Maize Quest Central also supply sales and marketing, advertising and public relations support. After the season ends each fall, he gathers representatives from each of the farms to celebrate, evaluate and strategize for the future at the annual Maze Master Summit. ###

Maize Quest is located at Maple Lawn Farms, 15 miles south of York in Central Pennsylvania, 13 miles east of Interstate 83, PA Exit 1. From I-83, take Route 851 East to New Park and follow the Maize Quest signs. For more information, call the Maize Quest hotline at 717-382-4878, x 4 or visit www.cornmaze.com.