

Media Contact: **Hugh McPherson** vx: 717-382-4878
fx: 717-382-4879
Hughmc@cornmaze.com

FARMERS ON FACEBOOK? TAPPING THE GROWING SOCIAL MEDIA TREND,
GROWERS BUILD FANS WITH PUMPKIN RIPENING REPORTS

New Park, PA – (Sept 2009) Farmers on Facebook? You bet. Maple Lawn Farms and Maize Quest Fun Park are using Facebook to update apple pickers and maze-goers with weather information, special event dates, and coupons.



"Ripening apples and pumpkins are so weather dependant," says Matt Posey, Maple Lawn Farms Pumpkin Master and fruit manager. "We need a way to reach our guests to update them on growing information so they don't miss their favorites."

Maple Lawn Farms and the Maize Quest Fun Park added "Fan Pages" on Facebook as a way for guests to stay connected with the farm quickly and easily. Status updates allow immediate access and response to weather situations as well as announcement of new varieties.

"This is our busiest time of the year in the Fun Park," says Hugh McPherson, Maize Quest's Maze Master. "Our guests can get and receive immediate notifications as fans plus share their pictures from their day at the maze with their friends and tag us from their pages. It's a new way to share the maze experience."

The goal of the pages is to provide a platform for the community of maze-goers to stay informed and share their journeys. In just a few weeks the Maize Quest Facebook site has nearly 500 fans and grows steadily each day.

"As we continue to load more content it will become even more fun to visit and connect," Says McPherson. "Our farm and Fun Park are all about helping guests communicate better with each other after the challenge of the maze, and this is a cool digital extension of that.

To visit the Maize Quest Fun Park or Maple Lawn Farms call 1-866-935-6738 or visit www.mazefunpark.com, click in the Fan Box and become a "Fan" for updates and special events.

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