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MAIZE QUEST GEOCACHING CREATES NEW MARKET FOR ENTERTAINMENT FARMS

New Park, PA – (July 2008) Geo-caching is a hot, new trend in outdoor entertainment. Driven by the affordability of GPS (Global Positioning Satellite) receivers, geo-caching is emerging as the scavenger hunt of the future.

The term ‘Geo-caching’ comes from exploring ‘geography’ with the help of GPS guidance, and the fun of finding the ‘cache’ or hidden treasure along the way.

“Farms are in the unique position to take advantage of the geo-caching trend,” says Hugh McPherson, Maize Quest’s Maze Master. “Farms have interesting and varied topography and are already welcoming field trips and groups.”

Maize Quest creates the largest scavenger hunt the agri-tourism has ever seen by turning an entire farm into a geo-caching course. Packaging the GPS units, pre-made ‘caches’ and gamesheets, and providing the programming support to help farmers set-up their course enables non-technical operators get up and running.

Scalability is a key component of the hunt. Courses at Maize Quest can span from 2 hours on five acres to a half-day challenge. Guests pay \$12 per person and get to use one GPS unit for 2-5 guests. The cost to get started, including 5 GPS units, is about \$3,000.

“What we like is that it doesn’t take dozens of people to operate, neither is it limited by cropping season,” says McPherson. “Our course can be run 12 months of the year. It can be scaled to fit the operation as needed with a 5 acre minimum and unlimited maximum size, and still facilitated by one-two staff members.”

The Maize Quest Fun Park is open every weekend Fri-Sat 10AM-6PM, Sun 1-7PM. Admission to the Fun Park & corn maze is \$9 adults and \$7.50 kids (2-12yrs) or included with a geocaching tour. Group discounts for schools, scouts, and birthday parties are available. More information at www.MazeFunPark.com.

Maize Quest designs games and maze-based attractions for entertainment farms and complex around the world. To learn more about Geocaching and other Maize Quest attractions visit www.MazeCatalog.com to request information. The home location is located in New Park, PA. More online at www.MazeFunPark.com or call 1-866-WE-LOSE-U ext 102.