

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

MAIZE QUEST OPENS AREA'S FIRST KID-POWERED,
INDOOR PLAYSPACE WITH NEW WINTER FUN BARN

New Park, PA – (March 2007) In the midst of a frigid winter, many local kids get cabin fever. And parents, without the kids' usual runaround on the playground, might be feeling a bit 'run-over'. The solution? Send them out to the barn.

Maize Quest, best known for its fall harvest mazes and events, recently opened the area's first kid-powered, indoor playspace. Where? You guessed it, inside their giant red barn. Maize Quest's signature red barn, which usually functions as the entrance for the Maze Fun Park, was converted into a heated playspace for young children. By focusing on kids from preschool through age ten, Maize Quest created an environment specifically to engage young children and promote active and imaginative play.

"The best market research I ever did was to have kids of my own," says Hugh McPherson, Maize Quest's Maze Master. "There is nowhere around for young kids to play in the winter. My wife said, 'You know, you could do something about that.' So we did."

What McPherson did was to convert the cavernous Maize Quest barn into a 5,000 sq ft kid-powered, indoor playspace. The Indoor Playground installation took three solid weeks, but the result is a-maze-ing. The playground alone covers nearly 1,400 sq ft and stretches 2 stories high with tubes, ramps, nets, slides, and climbers for kids to explore.

The Winter Fun Barn experience also includes a 1,000 sq ft Roller Racer track and tunnel, a parent lounge with 'Starbucks®-style' Espresso Bar, two private birthday party & craft rooms, and a themed Dino Dig Chamber in which party-goers dig for dinosaurs in real sand.

Birthday parties are a natural use for the Fun Barn. As the only alternative to 'kiddie coin-op casinos', The Fun Barn focuses on old-fashioned, kid-powered fun. Maize Quest chose each activity to promote physical activity and hands-on fun.

"People are tired of parties at the same old places," says Michelle Posey, party coordinator and a recent graduate of the International Association of Amusement Parks and Attractions 'Birthday University'. "We really fill a need in the community by offering an alternative that gets kids away from the TV and exercising."

Preschools are another focus of the Fun Barn's curriculum. Teachers may book dates for field trips that include a farm craft activity, light snack and play time.

"Kids don't lose the need to run just because it gets cold outside," says McPherson. "They need a place to play! Kids can't believe the size of it, and they race for it the minute they see the entrance."

Maize Quest's Winter Fun Barn is open now every Saturday through June 2, 2007 when the outdoor Maze Fun Park opens for the summer season. Call to book birthday parties or group visits Monday – Saturday and Sunday after 1 PM. Maize Quest Fun Park Admission is Adults: FREE with Children (2-10 yrs): \$6.50. **New Winter Passes Available for EVERY Saturday PlayDay: \$25 each.** Groups of 20+ may pre-schedule to receive a discount. Pictures, directions, and hours are at www.MazeFunPark.com or 1-866-WE-LOSE-U (935-6738).