



## **LIBERTY RIDGE FARM PAYS TRIBUTE TO LUKE BRYAN WITH CORN MAZE HONORING THE COUNTRY MUSIC SUPERSTAR**

ALBANY, NY – SEPTEMBER 2024 - In celebration of his 15<sup>th</sup> annual Farm Tour, Liberty Ridge Farm in Schaghticoke, NY is opening a country music corn maze honoring five-time Entertainer of the Year Luke Bryan. The 10-acre maze is scheduled to open for the Fall season on Saturday, September 14, 2024.

*"We are so excited to include Luke Bryan in the Corn Maze design at Liberty Ridge Farm this year." Said Cynthia Gifford, owner of Liberty Ridge Farm. "Luke Bryan is a big supporter of farmers and while we are farmers first, our thing at Liberty Ridge Farm is always that 'We Grow Memories.' So it's the perfect combination."*

While navigating the maze, guests will look for clues and play an interactive game quizzing them on how much they know about the country music artist. Participants will enjoy Luke-themed photo opps, music and farm fun along the way.

*"Having grown up farming in south Georgia and celebrating agriculture for the last 15 years on my Farm Tour, I'm honored that so many members of the farming community have chosen me to feature in their corn mazes across the country," said Bryan. "I can't wait to see how they turn out."*

Liberty Ridge Farm is one of 35+ farms featuring Luke in their corn maze this year. Collectively, the farms—which are designed by The MAiZE Inc. in 21 states or provinces across the U.S. and Canada—will reach up to a million visitors during the fall season.

*"This is a fun time to be working with Luke, as he hits the road for his annual farm concert tour and we're excited to honor him in so many of our maze designs this year," said Brett Herbst, founder of The MAiZE Inc. "Our mazes are all about bringing people out to the farm and providing good, clean family fun, and we know those things are just as important to Luke."*

Along with the corn maze, guests will also enjoy 50 activities such as life-sized birdhouses, jumping pillows and entertaining shows when they visit the farm. Liberty Ridge Farm will be open Thursdays-Sundays from 10am-6pm beginning September 14 and concluding November 3. The Farm will also be open Monday, October 14. For more information, visit [www.libertyridgefarmny.com](http://www.libertyridgefarmny.com).

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### **About The MAiZE Inc.**

The MAiZE, Inc. annually creates mazes for 320+ farms worldwide and represents an increasingly popular trend in outdoor fall entertainment for adults and children alike. Founder Brett Herbst has worked with his team to design more than 5,800 corn mazes since first introducing the concept to Utah in 1995. Providing design and consulting services to those interested in creating their own labyrinths, The MAiZE has become the world's largest cornfield maze company. For additional information, please visit [www.themaize.com](http://www.themaize.com).

### **About Luke Bryan**

Luke Bryan is a country music superstar whose music has garnered 24 billion global streams with 30 #1 hit songs. He has won 50+ major music awards including five wins as Entertainer of the Year. Additional awards include six recognitions as a CMT Artist of the Year, NSAI Artist/Songwriter of the Year, the first-ever recipient of the ACM Album of the Decade Award for Crash My Party, seven CMT Music Awards, five Billboard Music Awards, and four American Music Awards—as well as being named Billboard's Top Country Artist of the 2010s, the Most Heard Artist of the Decade by Country Aircheck, an Artist Humanitarian Recipient by the Country Radio Broadcasters and a SoundExchange Hall of Fame Award in recognition of his standing as one of the most streamed artists in their 20-year history.

During Luke's Farm Tour 2024 he will release his ninth studio album, Mind Of A Country Boy, on September 27. Luke continues to give back to the farmers by awarding college scholarships to students from farming families who are attending the local college or university near the tour stops. To date, 83 college scholarships have been granted.

Continuing a partnership that began in 2015, Bayer will remain presenting sponsor this year and will team up with Luke for its annual Here's to the Farmer initiative benefitting Feeding America®. The campaign celebrates America's hard-working farmers for helping provide people in the U.S. and around the world access to critical nutrition. To support the initiative, fans should share #HeresToTheFarmer on their social media channels now through October 31, 2024. Through this program, more than nine million meals have been provided to people experiencing hunger through the Feeding America® network of food banks.

### **CONTACTS**

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