

For immediate release  
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#### CUMBRIAN ATTRACTION URGES VISITORS TO GET LOST!

Cumbria's first maize attraction, the Lakeland Maize Maze, will set visitors a puzzle comprising hours of fun and a very different experience, when it opens its gates for the first time on Saturday 16 July, with the full support of the North West Farm Tourism Initiative.

Located in Sedgwick, just a few minutes off the M6, near Kendal, the Lakeland Maize Maze is a 5000 metre long directional riddle, laid out across 9 acres of maize field, in the design of a highly apt Cumbrian image - a shepherd and his faithful sheepdog.

Open every day between 10.00 am. to 6 pm from July 16 to September 4 and, thereafter, at weekends to September 30, it is sure to delight children and adults alike, who can not only solve the puzzle of getting out of the maze, but also tackle a quiz trail encountered en route.

A recreational area hosts other mazes, draught boards, space hoppers, pedal tractors, go karts, a football net, sand pit and table-top puzzles. A daily sheep maze race will take place, for visitors who wish to chance their arm at guessing which sheep will find their way out of the maze the fastest.

Picnicking is welcomed within the designated picnic area and the younger children will also enjoy watching the piglets and other farm animals.

Admission costs £4.50 for an adult, and £3.50 for children and senior citizens (children under three enter free). A family ticket for two adults and two children costs £14.00. Group bookings are taken, by prior arrangement, from July 16 to September 30 and evening bookings can also be arranged.

For more information visit [HYPERLINK http://www.lakelandmaze.co.uk](http://www.lakelandmaze.co.uk) [www.lakelandmaze.co.uk](http://www.lakelandmaze.co.uk) or ring 015395 61760.

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Note to Editors

The Lakeland Maize Maze is a fabulous example of a farm diversification that has been supported by the North West Farm Tourism Initiative. The Initiative has supported the North West farming community and encouraged its diversification into tourism during the post-FMD era.

Editors wishing to make a visit to the Lakeland Maize Maze, or organise any other form of press visit to a North West farm-based

tourist attraction or accommodation base should contact Catapult PR to highlight their area of interest. The NWFTI can arrange for trips to a wide variety of farm tourism attractions and guest venues and can provide help with equestrian, ornithological, hobby-based, walking, outdoor pursuit and fishing based holidays. Almost any form of trip can be accommodated, on request.