



**PEANUTS WORLDWIDE, THE MAiZE INC, AND DEWBERRY FARM**  
**PROVE “HAPPINESS IS...A CORN MAZE!” CELEBRATING THE 75<sup>TH</sup> ANNIVERSARY OF PEANUTS**  
**WITH FESTIVITIES THAT WILL BE THE STALK OF THE TOWN**

*Dewberry Farm Is One of 75+ Farms Across North America to Participate in Anniversary Tribute to the Beloved Peanuts Gang with Custom-Designed Corn Maze Popping Up in Brookshire, TX.*

Houston, TX – August 2024 – Kicking off fall festivities for the upcoming 75<sup>th</sup> Anniversary of Charles Schulz’ Peanuts, the world’s most beloved comic strip, Peanuts Worldwide and Dewberry Farm will demonstrate that “Happiness is...a corn maze!” as they prepare to open a Peanuts-themed maze, created in collaboration with the world’s largest corn maze consulting company, The MAiZE Inc.

The maze, which will feature images of Charlie Brown and Snoopy cut into the corn, will cover 8 acres and will be featured as part of Dewberry Farm’s annual Fall Festival. In addition to the Peanuts-themed corn, guests can explore one of Texas’ largest pumpkin patches, enjoy over forty rides and family attractions, Fall photo ops, and friendly farm animals. Fall Festival be open from September 7th to November 3<sup>rd</sup> with admission starting at \$35.95.

Dewberry Farm is one of more than 75 farms in North America selected by Peanuts Worldwide to create a Peanuts maze this year. Collectively, the farms—which span 35 states and provinces, from California to New York, Ontario to Texas—are expected to attract more than two million visitors.

“For 75 years, Peanuts has charmed, delighted, and moved fans through my father’s creativity and wit—and what a wonderful way to celebrate his work than with the ingenuity of these Peanuts corn mazes!” says Jill Schulz, daughter of Charles Schulz. “It will be a thrill to see Charlie Brown, Snoopy and the gang rising from the heartland, and I just wish my dad could see his creations ‘writ large’.”

“We’re thrilled to work with Peanuts Worldwide and The MAiZE to bring Schulz’ characters to life in our corn maze,” says Zack Mauney, Dewberry’s General Manager. “In addition to our maze, visitors will love our photo ops and activities that feature the Peanuts gang in a hands-on way they may never have experienced before! We’re honored to help celebrate the 75<sup>th</sup> anniversary events commemorating Charles Schulz and Peanuts.”

“After the tremendous success of our 2016 collaboration, when millions of visitors in communities around the world visited the Peanuts-themed corn mazes, it’s a privilege and a delight to once again partner with Peanuts Worldwide in honor of their 75 years,” says founder of The MAiZE, Brett Herbst. “We salute the genius of Charles Schulz and couldn’t be happier to celebrate this milestone by bringing families together to create new and lasting memories.”

For more information about visiting Dewberry Farm’s Peanuts maze, visit: [www.DewberryFarm.com](http://www.DewberryFarm.com)

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### **Fun Facts for Peanuts Fans**

- On October 2, 1950 Peanuts made its debut in just seven U.S. newspapers.
- Charlie Brown is the only character to appear in the first *Peanuts* comic strip and the last one ([February 13, 2000](#)).
- Charlie Brown and Charles Schulz both had fathers who were barbers.
- Linus carrying his ever-present blanket was inspired by Schulz' own children.
- Charles Schulz coined the term "security blanket."
- Snoopy was so popular as a write-in candidate for president in 1968 and 1972 that California passed a law against writing in fictional characters.
- Viewers of the Peanuts Halloween special felt so badly for Charlie Brown ("I got a rock") that they mailed candy to him in care of Charles Schulz' office.
- "My sweet babboo"—Sally's pet name for Linus—is the phrase Schulz' wife, Jean, used for him!

### **75 Years of Peanuts**

In 1950, Charlie Brown, Snoopy, and the rest of the Peanuts gang were first introduced to the world. In the 75 years since, Peanuts has become a global phenomenon, encompassing award-winning animated content, stage shows and live experiences, high profile collaborations, and retail programs around the world. Artists, musicians, philosophers, and fans have been inspired by Charles Schulz' creation for over seven decades and there is no end in sight for this beloved cast of characters who speak so beautifully and simply to the human experience.

-The End-

### **About the Farm**

#### **Our Fall has it ALL!**

Bring the whole family to Dewberry Farm this Fall to enjoy a day filled with Texas-sized fun!

Along with the Peanuts-themed maze, visitors can:

Explore our Pumpkin Patch!

Paint Pumpkins!

Take photos by our life-sized Pumpkin House!

Enjoy over 40 rides & attractions

Meet our Barnyard Animals!

Play in our Corn Kernel Pit!

Come in the evening hours for our spooky event, BOOriffic Nights!

For more info, [www.DewberryFarm.com](http://www.DewberryFarm.com) | Phone: 281-934-3276

### **About Peanuts Worldwide**

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd. (TSX:WILD), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made

an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital.

### **About The MAiZE**

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).

### **Media Contacts**

Warren M. Lyng  
972-670-3648/ [warren@peerlessdirect.com](mailto:warren@peerlessdirect.com)

Alison Hill for Peanuts Worldwide  
714.287.2015/[alison@currentpr.com](mailto:alison@currentpr.com)

Kamille Combs, Marketing Director, The MAiZE Inc.  
[801.427.8323](tel:801.427.8323)/[kamille@themaize.com](mailto:kamille@themaize.com)