

For Immediate Release

Contact: Hiu Tung (Vicky) Chan  
Tush Western PR Agency  
(213) 421 9009  
[hiutungc@usc.edu](mailto:hiutungc@usc.edu)

## The first-ever corn-bassador in the world

A 7-year-old boy becomes an ambassador for South Dakota due to his love of corn.

MITCHELL, S.D. (August 15, 2022) – South Dakota Department of Tourism is excited to announce having Tariq as the state ambassador. Tariq is a 7-year-old boy who never thought corn existed in the world and was obsessed with corn once he tried it. His pure love for corn attracted the state to designate September 3 as "Official Corn-Bassador Tariq Day" to celebrate the first-ever "corn-bassador."

Corn is the most valuable agricultural commodity in South Dakota. While a recent children's interview by "Recess Therapy" discovered a 7-year-old from New York, Tariq, never thought corn was real in the world. The interview showed how Tariq enjoys corn and how corn makes him feel fantastic, which quickly went viral. South Dakota Department of Tourism noticed his pure joy for corn, and his naïve personality is so attractive to the public. The department would like him to share his passion for corn with more people and assign him as South Dakota's first historical corn-bassador.

Katlyn Svendsen, global media and public relations director for the South Dakota tourism department, claims that having Tariq as the ambassador will benefit South Dakota. "Tariq's "personality, his joy, and his pure love of corn were so attractive to us, as millions of people across the world agreed." She believes more people will notice the uniqueness of South Dakota under the influence of Tariq.

Our corn-bassador is coming to South Dakota on Sept.2. You may find the highlight of his activities:

- Sept. 2 – A press conference by Tariq to share his thought on South Dakota
- Sept. 2 – A tour with Tariq in The World's Only Corn Palace
- Sept. 3 – A fans meeting with Tariq in The World's Only Corn Palace
- Sept. 4 – A visiting tour to the farmland growing corns with Tariq
- Sept. 5 – A corn meal with Tariq in The World's Only Corn Palace

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Hiu Tung (Vicky) Chan  
Corn Kid news release

- Sept. 6 – A farewell dinner with Tariq in The World’s Only Corn Palace

In 1892 (when Mitchell, South Dakota, was a small, 12-year-old city of 3,000 inhabitants) the World's Only Corn Palace was established on the city’s Main Street. During it’s over 100 years of existence, it has become known worldwide and now attracts more than a half a million visitors annually. The palace was conceived as a gathering place where city residents and their rural neighbors could enjoy a fall festival with extraordinary stage entertainment - a celebration to climax a crop-growing season and harvest. This tradition continues today with the annual Corn Palace Festival held in late August each year. The Corn Palace is known around the world as a folk-art wonder on the prairie of South Dakota. Mural designs are created by Dakota Wesleyan University students enrolled in Digital Media and Design courses under the guidance of Associate Professor, Kyle Herges. This partnership began with murals designed in 2019. [www.dwu.edu](http://www.dwu.edu)

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