



For Immediate Release

Contact: Carissa Liu
South Dakota Department of Tourism
(605) XXX-XXXX
cjliu@usc.edu

Corn is real, and so is the honor of South Dakota “Corn-Bassador”

This corn-loving state invites “Corn Kid” from viral video to be its ambassador.

MITCHELL, S.D. (Aug. 15, 2022) – While South Dakota has always embraced corn lovers nationwide, the state is especially honored to name New York City resident Tariq as its “Corn-Bassador.” Better known by his nickname “Corn Kid,” the 7-year-old star captured the hearts of viewers internationally after he simply said “Ever since I was told that corn was real, it tasted good...I love corn!” in [his interview](#) on YouTube channel *Recess Therapy*.

As “Corn-Bassador,” Tariq will travel to the state with his family on Sept. 2. They will tour The World’s Only Corn Palace in Mitchell, South Dakota, the following day, which the state is designating as “Official Corn-Bassador Tariq Day.” As part of his special journey, Tariq will work with local chef, Sandy Maize, to sample roasted corn cobs with varying amounts of butter. He specifically loves corn with butter, which is his preparation of choice. “When I tried [corn] with butter, everything changed!” said Tariq to *Recess Therapy* host Julian Shapiro-Barnum. Following his selection of the tastiest combination, the Corn Palace will release a Tariq-approved recipe with the perfect corn and butter ratio on their website.

“Tariq’s personality, his joy, and his pure love of corn was so attractive to us, as millions of people across the world agreed,” said Katlyn Svendsen, global media and public relations director for the South Dakota Department of Tourism. “Our primary goal is to share what his thoughts were when he came to South Dakota. While us South Dakotans love our corn, we were simply overjoyed to meet someone as lovely as Tariq who shared the same enthusiasm for our proudest and most delicious product, even though he’s from many states away. We can all see a little bit of ourselves in Tariq.”

Corn lovers worldwide are now invested in Tariq's journey as "Corn-Bassador" after seeing him wholeheartedly enjoy the vegetable in his interview. How can they keep up with him or even experience his adventures firsthand? No matter where someone is around the world, they can join a fellow community of corn enthusiasts by:

- Watching [Corn Cam](#), the 24/7 live feed of the Corn Palace.
- Planning a future visit to the Corn Palace and the hundreds of attractions in South Dakota.

Visitors can taste the freshest corn dishes at the state's many restaurants too. [Travel South Dakota](#) houses all the information to organize a stress-free trip.

- Listening to the fan-made song "[It's Corn](#)," which has garnered over 14 million views.
- Scrolling through the thousands of [TikTok videos](#) played to the soundtrack of "It's Corn."
- Following the official South Dakota [Instagram](#) and [TikTok](#) pages. The tourism department will be documenting Tariq's South Dakota visit and sharing content on these accounts.

Tariq's visit marks the end of peak corn season, but the Corn Palace welcomes everyone to see their corn-studded murals and embrace their love of the vegetable all year round.

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 its 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.

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