



**CAPTION:** *Examples of 2015 Santa Ynez Valley Scarecrow Fest winning scarecrows. This year, for the fourth time, the Scarecrow Fest will be a month-long, Valley-wide happening.*

[Hi-res photos and images readily available upon request: [info@stiletto.com](mailto:info@stiletto.com)]

#### FOR IMMEDIATE RELEASE

**Santa Ynez Valley “Scarecrow Fest” Kicks off October 7, 2016; Runs through November 7, 2016**

***-- Ballard, Buellton, Los Alamos, Los Olivos and Solvang Compete Once Again, as the Annual “Scarecrow Fest and Contest” Goes Valley-Wide for Fourth Year --***

**Thursday, August 4, 2016 – Santa Ynez Valley, CA –** The Santa Ynez Valley, home to **Santa Barbara wine country** on California’s Central Coast, will welcome the fall season as it **kicks off its [Annual Santa Ynez Valley \(SYV\) Scarecrow Fest and Contest](#) on Friday, October 7, 2016**, coinciding with the start of Santa Barbara Wine Country’s “Celebration of Harvest Weekend” event. **This year’s Scarecrow Fest, sponsored in part by [Visit Santa Ynez Valley](#), will for the fourth time, include the “SYV” communities of Ballard, Buellton, Los Alamos, Los Olivos and the town that started the original Scarecrow Fest, Solvang.** The **month-long Santa Ynez Valley Scarecrow Fest will run through November 7, 2016**, during which time visitors and SYV locals are encouraged to play, stay and enjoy the scarecrow sights and [many scheduled, community events](#).

The **Santa Ynez Valley** offers something for everyone **in the fall**, with a **multitude of wine and/or food events** happening **simultaneous to the Valley’s Scarecrow Fest** (including Santa Barbara Vintners’ Celebration of Harvest Weekend, October 7-10; Los Alamos Third Saturday Evening Stroll, October 15; Solvang Third Wednesday Wine & Beer Walk, October 19; Real Men Cook, Buellton, October 22); plus, **two Halloween street fairs and two Halloween haunted houses** (23rd Annual Halloween Haunted House and Street Fest, Solvang, October 30-31; Santa Ynez Halloween Street Faire, October 31; Ballard Inn and Restaurant Haunted House, October 31); a **pre-holiday shopping event** (Holiday Bazaar, Buellton, November 5); an all-out **“country living” festival** (Los Olivos’ 37th Annual “Day in the Country”, October 15); and a **fantasy-filled day** in Solvang, when **Solvang Faeriefest** hits the **Solvang Festival Theater**, on October 15.

The **Valley will boast nearly 200 scarecrows** this year, on which the public is invited to judge and vote for their favorites in the “field”. The **SYV Scarecrows, crafted by local businesses, individuals and organizations**, will be showcased throughout the Santa Ynez Valley in the four main communities of Solvang (including Ballard), Los Olivos, Los Alamos and Buellton. The **winning scarecrows from each town will be eligible for the “2016 Harvest Cup: Best in the Valley” title and trophy, the winner of**

which **will be announced at a mid-November ceremony in Buellton. Los Olivos business, [Honey Paper](#)**, was **awarded the 2015 Harvest Cup** due to their mastery of scarecrow crafting.

Each of the five Santa Ynez Valley towns holds their own, individual Scarecrow Fest and associated Contest; the rules vary slightly from town to town, but all have the ultimate goal of appointing a “Best Scarecrow” to represent each respective town in the quest for the Valley-wide Harvest Cup trophy.

The Valley’s first Scarecrow Fest was held in Solvang, in 2010, initiated by the [Solvang Third Wednesday](#) committee. The original contest was created to drive business to each of the participating companies, storefronts, merchants and organizations, as well as to the town and the surrounding Santa Ynez Valley locales, in general.

Past years’ Santa Ynez Valley Scarecrow Fests have received far-reaching publicity, drawing increased visitor activity to the region and inspiring other California towns to host a Scarecrow Fest of their own, such as the Big Bear Village Scarecrow Festival.

More **information about** this year’s **Santa Ynez Valley Scarecrow Fest** is available at [www.syvscarecrows.com](http://www.syvscarecrows.com). Scarecrow seekers may also follow the **Santa Ynez Valley Scarecrow Fest** happenings on **Facebook**, **Twitter** and **Instagram**, at [facebook.com/SYVScarecrowFest](https://facebook.com/SYVScarecrowFest), [twitter.com/SYVscarecrows](https://twitter.com/SYVscarecrows), and [instagram.com/syvscarecrows](https://instagram.com/syvscarecrows). Scarecrow voters and visitors are also encouraged to use the hashtag **#syvscarecrows** in on-line discussions of the SYV Scarecrow Fest.

**Questions about the 2016 Santa Ynez Valley Scarecrow Fest plans, or requests for photos**, may be directed to **Anna Ferguson-Sparks, Stiletto Marketing**, at **1.877.327.2656** or [info@stiletto.com](mailto:info@stiletto.com).

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