



**CAPTION:** Examples of 2016 Santa Ynez Valley Scarecrow Fest winning scarecrows. In 2017, for the fifth 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 1, 2017; Runs through October 31, 2017**

**-- Hundreds of Scarecrows to Grace the Towns of Ballard, Buellton, Los Olivos and Solvang, as the Annual “Scarecrow Fest and Contest” Goes Valley-Wide for Fifth Year --**

**Wednesday, August 16, 2017 – 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 **Sunday, October 1, 2017**. This year’s Scarecrow Fest, sponsored in part by [Visit Santa Ynez Valley](#), will for the fifth time, include the “SYV” communities of Ballard, Buellton and Los Olivos, and the town that started the original Scarecrow Fest, Solvang. The month-long Santa Ynez Valley Scarecrow Fest will run through **October 31, 2017**, 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, September 29-October 2; Solvang 3rd Wednesday Wine & Beer Walk, October 18; Real Men Cook, Buellton, October 21); plus, **Halloween street fairs and Halloween haunted houses** (24th Annual Halloween Haunted House and Street Fest, Solvang, October 30-31; Santa Ynez Halloween Street Faire, October 31; Ballard Inn Haunted House, October 31); an all-out “country living” festival (Los Olivos’ 38th Annual “Day in the Country”, October 21); and a fantasy-filled weekend in Solvang, when the **Solvang Faeriefest** hits the **Solvang Festival Theater** on October 14 and 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 school organizations, will be showcased throughout the Santa Ynez Valley in the four main communities of Solvang (including Ballard), Los Olivos and Buellton. The winning scarecrows from each town will be eligible for the “2017 Harvest Cup: Best in the Valley” title and trophy, the winner of which will be announced at a mid-November ceremony in Buellton. A Solvang business, [The Home Connection](#), was awarded the 2016 Harvest Cup for their scarecrow entry entitled “Succulent Sam” [pictured above, at left].

Each of the 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 3rd Wednesday](#) committee. The original contest was created to drive business to each of the participating businesses, 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 Scarecrow Fests 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 2017 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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