



**CAPTION:** Examples of 2017 Santa Ynez Valley Scarecrow Fest winning scarecrows. In 2018, for the sixth 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, 2018; Runs through October 31, 2018**

**-- 150+ Scarecrows Expected to Pop Up in the Towns of Ballard, Buellton, Los Alamos, Los Olivos, Santa Ynez and Solvang, as the Annual “Scarecrow Fest and Contest” Goes Valley-Wide for Sixth Year --**

**Tuesday, September 19, 2018 – 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 **Monday, October 1, 2018**. This year’s **Scarecrow Fest** will for the sixth time, include the “SYV” communities of **Ballard, Buellton, Los Alamos, Los Olivos, Santa Ynez** and the town that started the **original Scarecrow Fest, Solvang**. The month-long **Santa Ynez Valley Scarecrow Fest** will run through **October 31, 2018**, 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 12-14)**, centered around the inaugural **Solvang Grape Stomp (October 13)**; **Solvang 3rd Wednesday Wine & Beer Walk (October 17)**; **Real Men Cook, in Buellton (October 13)**; **plus, Halloween festivities** like the **25th Annual Halloween Haunted House and Street Fest, in Solvang (October 30-31)**, and the **Santa Ynez Halloween Street Faire (October 31)**; **and**, an all-out “**country living**” festival, **Los Olivos’ 39th Annual “Day in the Country” (October 20)**.

The **Santa Ynez Valley** is **expected to boast upwards of 150 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 each of the region’s communities (**Ballard, Buellton, Los Alamos, Los Olivos, Santa Ynez and Solvang**). The **winning scarecrows from each participating town** will be **eligible for the “2018 Harvest Cup: Best in the Valley”** title and trophy, the **winner of which will be announced at a November 14, 2018 ceremony in Solvang**. A **Buellton business, [Hampton Inn & Suites Buellton/Santa Ynez Valley](#)**, was **awarded the 2017 Harvest Cup** for their scarecrow entry, which resembled the spooky twin girls from classic horror film, *The Shining*.

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.

Santa Ynez 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 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 [@syvscarecrows](https://www.instagram.com/syvscarecrows). Scarecrow voters and visitors are also encouraged to use the hashtag **#syvscarecrows** in their posts about the SYV Scarecrow Fest.

**Questions about the 2018 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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