

Cambria Scarecrow Festival

On October 1st, more than 400 imaginative and lively scarecrows will descend upon the seaside villages of Cambria and San Simeon for the 13th annual Cambria Scarecrow Festival. They will line the streets and fill empty lots through October 31st. Locals and visitors alike can enjoy scarecrow displays at their leisure throughout the month.

The displays are recycled and redesigned each year to keep it fresh and new.

“Plans for this year include the return of the very popular Art Sherwyn workshop that focused on art styles throughout the years and will be displayed in an outdoor art museum space. Another addition this year is the Great Cambria Recycled Scarecrow Challenge where “junk” will be turned into scarecrow creations,” said Paulla Ufferheide, Cambria Scarecrow Festival president.

All of these unique works of art are made by community members.

“Watch for your favorite musician as a scarecrow,” she added. But she assures that some of “our old favorites will be coming back to Cambria this year.”

Festival Beginnings and New Programs

The festival debuted in 2009 with 30 scarecrows and expanded from a one-weekend event at the Cambria Historical Museum to a month-long extravaganza.

"The festival came about because October was a very slow month for businesses in Cambria," Ufferheide said. "Now the businesses tell us that October is one of the busiest months of the year for them. We have heard from hoteliers that say they are already booked up in October."

Patti Rixman, in charge of the redesigned Friends of the Cambria Scarecrow Festival, added. “This year, we folded the previous scarecrow rental program into the Friends program. Now donations of \$100 or more will get you a free scarecrow in front of your business. That's a lot of possible foot traffic in your door during this popular event.”

Salute to Scarecrows

The Festival culminates in a culinary feast at Cambria Nursery and Florist on Oct. 29. The Salute to Scarecrows! A Starlit Celebration of Cambria will feature fare and wine from an exclusive sampling of Cambria's 30-plus restaurants and wineries. “Not only does it benefit the Cambria Scarecrow Festival, a registered charitable organization, it is also the best party in town and sells out quickly,” Ufferheide concurred.

The Festival has been featured in places as varied as the New York Times, Los Angeles Times, Chicago Tribune, ABCNews.com and Huffington Post.

The Travel Channel included it in the top 10 scarecrow festivals in the U.S. and Canada.

"We here in scarecrow-land are very excited about this year's festival." Ufferheide proclaimed. "It truly is a manifestation of this very artistic community."

For more information, go to CambriaScarecrows.com or send an email to info@cambriascarecrows.com

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