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**FOR IMMEDIATE RELEASE**

**THE SCARECROW FESTIVAL IS BACK IN CAMBRIA CA AND PACIFICA HOTELS IS CELEBRATING WITH 15% OFF ADVANCE BOOKINGS**

**Cambria, CA (September 16, 2013)** – Once intended to instill fear in big black birds, scarecrows now grace the charming streets of Cambria for the entire month of October as inspired pieces of art. What started with 30 men made of straw has grown to over 300 in just five short years. While the local community comes together to create, thousands of visitors now flock to Cambria to share in the season’s festivities.

To celebrate the scarecrows return, [Pacifica Hotels](#) is offering 15% off advance bookings on Moonstone Beach Drive. Discounted rates are available at [Pelican Inn & Suites](#), [Fog Catcher Inn](#), [Fireside Inn](#) and [Cambria Landing Inn](#), and start at \$169 a night.



Since 2009, The Cambria Historical Society has invited Cambria artists, businesses and residents to paper mache, paint, dress and display their own whimsical scarecrow in the East and West Village and along Moonstone Beach Drive. This year, for the first time, the scarecrows will feature QR codes for an interactive experience.

The Cambria Scarecrow Festival Kick-Off Party is on October 3 and includes wine tasting by the Pacific Coast Wine Trail (seven local wineries all in one place), food and the awards for the town’s best scarecrows. For a full list of October events in Cambria, visit <http://www.cambriascarecrows.com/>.

***More...***

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Set in the middle of the Central Coast, Cambria is home to unspoiled beaches, an eclectic artistic community, unique culinary experiences, a vast wine country, and the gateway to legendary Highway 1. Pacifica's four Cambria hotels are positioned steps from Moonstone Beach offering guests a room with a view and access to the area's best attractions like Hearst Castle, Paso Robles wine country, and quaint downtown Cambria.

For reservations and more information call 800.720.0223 or visit <http://www.pacificahotels.com/>.

### **About Pacifica Hotels**

Pacifica Hotels was formed in January of 1993 to consolidate the hospitality operations of Invest West Financial Corporation, which has been involved in the acquisition, development, refurbishing and operating of quality hotel properties and other commercial real estate properties for almost 30 years. Today, Pacifica Hotels is the largest owner and operator of boutique hotels on the Pacific coast. Pacifica's 25 independent and flag properties in key California cities from San Diego to San Francisco, as well as Hawaii and Florida, feature outstanding locations, AAA 3-diamond ratings, upgraded amenities and high standards of guest service. For complete hotel descriptions and reservations, visit [www.pacificahotels.com](http://www.pacificahotels.com)

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