

NEWS RELEASE

**For Immediate Release
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Scarecrows Need Brains, and Makers

Kids make 'em, parade 'em, and plant 'em all over town

Feeling creative as fall harvest season begins? Go wild making a scarecrow for the Berthoud Main Street's annual scarecrow design contest featuring the annual "If I Only Had A Brain Parade" of unique and imaginative scarecrows during the Farmers' Market in historic downtown Berthoud, Mountain Avenue and Third.

Scarecrow makers will parade their entries from the Berthoud Public Library parking lot to the Berthoud Farmers' Market at 4 pm on Thursday, October 4. Judging and prizes awarded will be from 4:30 to 5:30 at the Market. Immediately after, Berthoud's Cub Scouts Pack 7 and other volunteers will help "plant" the scarecrows in barrels along Mountain Avenue and other downtown spots from 5:30 to 6:30 that evening.

How to Help Make a Scarecrow

Sign up for an afternoon of scarecrow making at Ivy Stockwell Elementary or at Berthoud Elementary on Monday, October 1, 3:40-4:40 pm by calling Aletha Smith at 532-2580, or contact the Berthoud Main Street Program at 532-5299 to pick up a frame.

Main Street provides wood frames, a head to decorate, and some simple decorating materials. To fully dress your scarecrow, bring your old clothes, newspapers to stuff inside plastic bags (bring some of those, too), and glitter, yarn, hats, buttons, flowers, costumes, and other fun stuff to add to your scarecrow design.

Prizes and Awards

All scarecrow-makers meet at the Berthoud Public Library parking lot on Thursday, October 4, at 4 pm to join the parade and display their creativity for the judging in the midway area during the Farmers' Market. Twelve categories will win ribbons and prizes:

1. Best Dressed
2. Best Scarecrow By a Group
3. Best Theme
4. Best Traditional
5. Most Creative
6. Most Humorous
7. Most Likely to Scare the Crows
8. Most Playful
9. Most Whimsical
10. Prettiest
11. Most Harvest-Like
12. Most Surreal

Last year downtown was a color and style panoply with over 80 scarecrows decorating businesses and stores downtown. Visit www.berthoudmainstreet.org, and under promotions click the scarecrow to view a slideshow of last year's winners.

Behind the Scarecrow Design Contest and Parade is a volunteer-driven, scarecrow-making, downtown-decorating, farmers' market-running, non-profit organization, the Berthoud Main Street Program. It encourages the community to volunteer with its activities. For volunteer opportunities of all kinds, please contact Eric Boyd at 532-5199.

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