

**We Rise, We Shine: After Two Years On The Sidelines, We're Finally Back!**

**Pumpkin Festival Marks 50 Epic Years!**

**50<sup>th</sup> Half Moon Bay Art & Pumpkin Festival, October 15 & 16, One of America's Most Iconic Festivals Returns**

**Pumped Up Pumpkin Mecca Gears Up For Half Moon Bay's World-Famous Celebration of the Great and Almighty Gourd**

**Plus Godzilla Gourds Rock the Scales at the Safeway World Championship Pumpkin Weigh-Off, October 10**

**Superstar Growers Compete in The Super Bowl of Weigh-Offs – Top Prize of \$9/Pound and \$30k World Record Prize**

**HALF MOON BAY, CALIFORNIA (September 22, 2022):**

**HALF MOON BAY'S BELOVED AND WORLD-FAMOUS AUTUMN CLASSIC CELEBRATES 50 YEARS!**

No matter what's happening around us, one lovely constant remains at this time of year – the Coastside's wondrous and highly-anticipated autumn season is upon us and on the picturesque coast around the World Pumpkin Capital of Half Moon Bay, it's always stunningly spectacular. The dazzling journey is its own reward ... the breath-taking views of seaside farm country dotted with vast, rolling fields of orange, scarecrows, barns, and pick-your-own pumpkin patches. It's the perfect time of year and the perfect place to celebrate the simple beauty and bounty of the fall season and Half Moon Bay does it like nobody else. The world-famous Half Moon Bay Art & Pumpkin Festival is the season's signature event, drawing hordes of visitors to the "World Pumpkin Capital" for an epic festival on historic Main Street. This year's Golden Anniversary 50th annual festival will be held on October 15-16 from 9 a.m. to 5 p.m. Admission is free.

Massive, mind-boggling, Volkswagen-sized weigh-off champion pumpkins on display, the mesmerizing and remarkably talented "Picasso of pumpkin carvers" sculpting and shaping monster pumpkins into one-of-a-kind masterpieces, beautiful harvest-inspired crafts by America's top artists, the Sunday-only "Made on the Coast" Locals' Block featuring fine art and live music, fabulously festive food and drink, the richest/creamiest/tastiest pumpkin pie on the planet, four stages of blockbuster entertainment, everyone's favorite home-spun parade, the Xfinity Take 5 Lounge with giant screen TV, ultra-thrilling bungee jumping and waterballerz, enchanting events and contests for the whole family, selfies and fun with the delightfully rotund, playful and mischievous Pumpkin Festival mascot "Gourdy", the never-ending search for the Great Pumpkin, and a bumper crop of 3,000+ tons of the beloved orange orb waiting to be picked from one of the many rustic pumpkin patches around town are among the extraordinary, not-to-be forgotten attractions.

**SPECIAL FLOURISHES TO MARK THE BIG GOLDEN ANNIVERSARY  
#50**

Special flourishes to celebrate the spectacular 50th include the ArtIsMobilUs/EverybodyCanPaint Inspiration Art Temple Collab with the Harvest-theme "What Do YOU Want to Cultivate and Grow?", the Dancepark DJ Jam and Art Car, a big Swag City merch tent with a wide selection of coolio 50th anniversary branded gear, a special exhibit "Celebrating 50 Years of Pumpkin Festival Poster Designs" at Half Moon Bay Library (throughout October with an Opening Reception, October 7) and the unveiling of a spectacular downtown mural to honor the rich story of Half Moon Bay and its beloved Pumpkin Festival on the south wall of the historic Cunha Grocery ... join us in the World Pumpkin Capital as we pay homage to the Great and Almighty Gourd Gourd!

**SAFeway WORLD CHAMPIONSHIP PUMPKIN WEIGH-OFF KICKS THINGS OFF, OCTOBER 10: COVETED TITLE AND \$30K WORLD RECORD MEGA-PRIZE AT STAKE**

The Big Week starts off with the World's Greatest Gourd Growers and their massive orbs doing battle in the SAFeway WORLD CHAMPIONSHIP PUMPKIN WEIGH-OFF, the Super Bowl of weigh-offs, on Monday, October 10 (7 a.m., on the IDES Grounds, 735 Main Street, Half Moon Bay). Organizers, in association with title sponsor Safeway, will celebrate the world's greatest gourd growers with the world's biggest prize money pool. Using a pay-by-the-pound system, the ginormous top prize of \$9/pound will be awarded to the 2022 weigh-off champion. Also at stake are thousands of dollars in super hefty prize money doled out to the top 20 plus the big carrot: a \$30,000 total mega-prize for a new world record pumpkin entered at Half Moon Bay (the current world record is 2,703-pounds set at a 2021 weigh-off in Italy). Defending Half Moon Bay champion Jeff Uhlmeier took home the top prize with his Godzilla-like 2,191-pound mega-gourd that obliterated a formidable field of heavyweight contenders in winning the 2021 Safeway World Championship Pumpkin Weigh-Off. Uhlmeier and a host of accomplished veteran growers are expected to contend for the coveted title. The Goliath grand champion mega-gourd, along with the top four heaviest weigh-off pumpkins, will be displayed at the Pumpkin Festival, October 15-16.

**ALWAYS A FESTIVAL FAVE – THE GREAT PUMPKIN PARADE**

A longtime festival favorite, the Great Pumpkin Parade (Sat. 12 noon) is the ultimate old-fashioned, home-spun parade featuring the mighty weigh-off champion pumpkin and grower, marching bands, classic cars, fantastic floats, and a Mardi Gras-style procession of costumed ghouls, gargoyles, goblins, ghosts and assorted surprises. Bev Ashcraft, one of the Pumpkin Festival original founding members and The Beloved Matriarch of Main Street, is Honorary Grand Marshal. Saturday, 12 noon on Main Street.

**“MADE ON THE COAST”, LOCAL ARTISTS BLOCK AND MUSIC STAGE**

The coastside area is brimming with exceptional artistic talent. “Made On The Coast” (MOTC), a group of coastside artists and a sub-committee of the Pumpkin

Festival, returns with their popular one-day pop-up show, Sunday, October 16th. The centerpiece of the "Made on the Coast" Locals' Block will once again be the artists' booths, showcasing top-quality arts and crafts from local painters, photographers, potters, jewelers, fabric artists, glassblowers, furniture-makers, and more—as well as live demonstrations. On both Saturday and Sunday, the Locals' Block will also feature the Made on the Coast Music Stage, Presented by the City of Half Moon Bay, featuring many of the best bands on the local music scene in Mac Dutra Plaza at the corner of Main and Kelly.

### **BOO-TIFUL FINE ART, HARVEST-INSPIRED CRAFTS**

Buyers and browsers will find thousands of handcrafted items in well-stocked booths covering several city blocks. It's an ideal opportunity to meet 250 of America's top artists and craftmakers who will be offering their latest creations with great variety and price points to satisfy every budget. Featuring original work in sculpture, paintings, photography, glass, ceramics, textiles, jewelry, leather, wood, metal and mixed media, the festival is considered among the top art shows in the country. Hand-blown glass pumpkins, beautiful vases, flatware, clocks, dishes, wall and table decorations, paperweights, stained and beveled glass, etchings, sculptures, photography, oil and watercolor paintings, beadwork, gold and silver jewelry, vests, handbags, hats, wallets, footwear, windchimes, and waterfalls will be among the thousands of items one-of-a-kind items available. "We have longtime festival favorites returning as well as many talented, new artists this year," said Dana Hale-Mounier, Director of Pacific Fine Arts. "Every item you'll see is handcrafted from beginning to end -- it's the perfect opportunity to meet the artists that conceive and do the work."

### **SMASHING ENTERTAINMENT EVERYWHERE**

Four stages of sensational entertainment for all ages will transform Half Moon Bay into the Bay Area's entertainment hotspot for a weekend during the city's monster Pumpkinpalooza. Performing on the IDES Main Stage are Coast Tribe, Michael Ahern & the Rockmakers, SambaDa', Freestone Peaches (Allman Brothers Tribute), Haulin Oats (Yacht Rock), Carmen Ratti Blues Band (Modern Blues), and Jim Stevens & Friends. The Ritz-Carlton South Stage at the Gazebo will feature Clay Bell (Alternative/Indie), Los Improviders (Jazz Fusion), Michelle Lambert (Singer-Songwriter), Maestro Vaughan's Classical Music Hour, The Puffball Collective (Americana). The Made on the Coast Music Stage features Duo Gadjo, Marty Williams Quartet, Ticket To Ride, Half Moon Bay High School Marching Band, The False Bottom Band, and the Sean Carscaden Trio. Street musicians include Emerson & The GroWiser Band, Bob Culbertson, and Stephen Dreyfuss. The Safeway Family Stage features the amazing, three-wheeling comic explosion known as Bob at Large, House of Samba Kids, Melita Music, Martin & The Green Guitar, sensational bluegrass band West Coast Ramblers, and tons of kid-friendly fun and games.

### **FABULOUSLY FESTIVE FOOD**

Dig in! And, while you do, help fatten the coffers of community groups while savoring mouthwatering pumpkin-infused treats like pumpkin pancakes,

pumpkin pie, pumpkin bread, pumpkin muffins, pumpkin cake rolls, pumpkin cheesecake, pumpkin cookies, pumpkin ice cream, pumpkin milkshake smoothies, chicken pumpkin sausages, pumpkin ravioli, pumpkin spiced cotton candy, macaroni and cheese with pumpkin seeds and spice, and nachos with pumpkin salsa. Then, move onto the next course with coastal favorites like Brussels sprouts steeped in a zesty marinara sauce, and artichoke hearts steamed with an aromatic blend of garlic, olive oil, and herbs. Plus traditional favorites like Portuguese linguisa, bratwurst and Italian sausage sandwiches, chicken, pork and beef tamales, hot beef sandwiches, corn dogs, garlic fries, steamy clam chowder in sour dough bread bowls, hamburgers, veggie burgers, grilled corn on the cob, garlic fries, root beer floats, kettle corn, and caramel apples!

### **DELECTABLY DELICIOUS CRAFT BEER, PREMIUM WINE AND CRAFT COCKTAILS**

Enjoy tasty varietals from Half Moon Bay Winery including Mavericks Sauvignon Blanc and this year's limited edition festival-label Fisherman's Red, a Central Coast blend, and world-class, seasonal craft brews like Pumpkin Harvest Ale, refreshing Kolsch pale ale and deelyish hop-happy Full Swing IPA from Half Moon Bay Brewing Company plus Elysian Night Owl Pumpkin Ale, Elysian Space Dust IPA, Stella Artois, Golden Road Mango Cart, and Big Wave Golden Ale.

For another refreshing alternative, festivalgoers can enjoy refreshing, low-carb, gluten-free Nutrl Vodka Seltzers – Watermelon and Pineapple. On the spirits side, enjoy delicious craft cocktails from 10 Barrel – Classic Margaritas and Moscow Mules. Hydrate with a bottle of PathWater, 100% responsibly and locally sourced water in an aluminum reusable bottle. Sip your favorite beverage in a beautiful, collector-item wine glass or beer mug adorned with the classic festival logo.

### **FARMER MIKE, THE PICASSO OF PUMPKIN CARVERS**

Farmer Mike, the “Picasso of Pumpkin Carvers” has been a top draw and the Pumpkin Festival's official carving expert for over 30 years. On his Pumpkin Festival stage, Farmer Mike has created whimsical faces, movie characters like MEGAMIND, a Wells Fargo stage coach, Puff the Magic Dragon, and even enshrined Pigeon Point Light House into the shell of a pumpkin. The Atlantic Giant variety of pumpkins he carves range in size from 300-pounds to more than 1,500-pounds. Most of his incredible detail work is done using a folding Buck knife and a variety of simple chisels and he loves to interact with his audience, providing carving tips and answering questions. Be sure to stop by to see Farmer Mike carving one of his masterpieces.

### **GIANT PUMPKIN PHOTOS**

How often do you get to see and touch a staggeringly-massive, hard-to-believe, larger-than-life 1-ton pumpkin let alone get to have your photo taken alongside something so extraordinary? Thanks to the festival's partnership with Silicon Valley Community Foundation, photos with the grand champion gourd will be available. Your awesome one-of-a-kind photo will be snapped and instantly

printed for a special take-home keepsake. The cost is \$15 per 4x6 print, with discounts for multiple copies or poses. All proceeds benefit the Cabrillo Education Foundation (CEF), a non-profit for the sole benefit of the students attending our seven local Coastsides public schools. The photo booth is at the corner of Main and Miramontes Streets.

### **PANCAKE BREAKFAST BOTH DAYS**

To launch your memorable day with a super-tasty carbo-load, the High School Varsity Boys Basketball Team will fire up the griddle to host the traditional Pancake Breakfast complete with unlimited buttermilk or pumpkin pancakes, gobs of butter and maple syrup, three grilled sausage links, and a choice of fresh orange juice, hot coffee or tea. Cost is \$15 per person. Advance tickets are available on Eventbrite. Advance ticketholders will have their own line and less waiting time. Saturday and Sunday morning from 7 to 11 a.m. in the City Hall parking lot, Main Street at Kelly Avenue.

### **COSTUME CONTEST**

Hundreds of ghosts, goblins, ghouls and more model their ingeniously creative Halloween attire in the Costume Contest, a popular time-honored festival tradition before walking in the big parade. The costume contest is open to all ages with individual and group divisions. Saturday, 10 a.m. in front of Half Moon Bay Library, at Church and Correas Streets.

### **PIE-EATING CONTESTS**

Get up close and personal for this hilarious test of unbridled power-eating. Huge, gasping audiences gather to witness this stunning spectacle with each participant devouring and “wearing” a delicious 8” Safeway pumpkin pie heaped high with whipped cream. Aside from power-eating, panache and style go a long way with audience judges. “To me, the pie eating contest embodies the essence of Pumpkin Festival,” said Wilbur Collins, the spiritual and emotional leader of the contest organizing team for many years. “It encourages participation, it’s loads of fun, and it’s open to everyone. Seeing kids with face and hair full of gooey pumpkin pie, whipped cream and a big smile, it’s a truly sight to behold.” On both Saturday and Sunday, age 11 and under at 2 p.m, age 12 and over at 2:15 p.m. in the Family Fun Zone in the Bank of America parking lot, 620 Main Street.

### **PUMPKIN CARVING**

Non-competitive Pumpkin Carving will be available on Sunday in the Family Fun Zone at Bank of America, 620 Main Street. It is not a contest, there’s no judging or awards ... it’s simply for fun. Pumpkins and carving knives are provided. Create your very own masterpiece anytime between 10 a.m. and 1 p.m.

### **PUMPKIN RUN PRESENTED BY SENIOR COASTSIDERS**

The Pumpkin Run will be held on Sunday (starting at 7am) at Hatch School (on Kelly Avenue, just west of Highway 1). The Pumpkin Run features a Half Marathon plus a 5k & 10k Run and Kids Fun Run, all to benefit Senior Coastsiders. The Virtual Pumpkin Run will be available from October 1-15.

Pumpkin Run Info-line: 650-712-7322 or visit [www.seniorcoastsiders.org](http://www.seniorcoastsiders.org)

### **XFINITY TAKE 5 LOUNGE**

Sports fans have a place to kick back and catch NFL and NCAA football and MLB playoff games on a giant LED screen in the Xfinity Take 5 Lounge. It's the perfect spot to take a break. Couch potatoes and sports fans will find the comfort and enjoyment of their own living room without ever leaving the event. The Xfinity Take 5 Lounge is a place where festivalgoers can escape the teeming crowds, relax and hang out with friends while watching their favorite sporting events on a giant LED TV, a 9' x 12' screen with picture-perfect quality. Top that off with a tasty Pumpkin Harvest Ale, refreshing Kolsch or hoppy Full Swing IPA from Half Moon Bay Brewing Company and an Italian sausage or bratwurst sandwich with zesty marinara sauce fired up by the Coastside Adult Day Health Center and you've got a flat-out winner.

### **ADDITIONAL ATTRACTIONS**

Up and down the street, festivalgoers will be captivated by an array of amazing attractions. See the spectacular display of the top 4 pumpkins from the weigh-off. Catch massive air on the ultra-thrilling bungee jump. Splish, splash, run, jump, bounce and slide around on the super fun waterballerz. Express yourself with creative body art at the High School Art Department's face painting booth. Enter the Wilkinson School Sensory Fun Zone and play around with kinetic sand tables, a play dough station, a bead blow up sensory pool with floating boats, express yourself chalk art zone, and spin the wheel game.

### **“GOURDY”, THE PLAYFUL PUMPKIN FESTIVAL MASCOT**

The playful, mischievous, delightfully rotund mascot will be bouncing around the Safeway World Championship Pumpkin Weigh-Off and various events and contests during the Pumpkin Festival. “Everyone loves Gourdy ... he has been a huge hit and attracted tons of fans,” said festival Chairman Cameron Palmer. “Gourdy will be rolling around the festival having fun and undoubtedly be the focal point of selfies and photos with festivalgoers all weekend,” said Palmer. Gourdy's mascot costume is a one-of-a-kind custom design by prestigious design fabricator Carol Flemming.

### **COVETED CURIOS**

Stock up on the latest and greatest official festival gear for men, women and kids including t-shirts, sweatshirts, trucker hats, beer tankards, tote bags bags and more.

### **NEW THIS YEAR: PAY FOR FOOD, PUMPKIN PIE, DRINKS, BEER MUGS AND MERCH AT FESTIVAL COMMITTEE BOOTHS WITH CREDIT AND DEBIT CARDS**

For your convenience, pay for food, drink and merch using any major credit/debit card at all festival committee-run booths spread throughout the festival site.

## **PUMPKIN FESTIVAL MOBILE APP**

Download the free Pumpkin Festival mobile app developed by Half Moon Bay's Phondini Partners which includes an iPad specific version and a helpful "Find Parking" feature! This fantastic app is designed to enhance the festival experience for users by providing everything from a fact sheet with key details, information on special attractions, a detailed site map keyed to specific crafts and food vendors, event and entertainment schedules, door-to-door directions, push messaging alerts, Facebook and Twitter integration, and visitor information via a full-function version of Phondini's iCoastside app. The app will be available in early October for Apple and Android devices.

## **ZERO WASTE**

The Pumpkin Festival Committee will once again partner with Allied Waste Services, Performance Foodservice and the City of Half Moon Bay to promote and encourage maximum recycling and composting in compliance with the city's new compostable foodware ordinance. "Every day we talk about ways to reduce, re-use, and recycle," said Melvin Mello Jr., Pumpkin Festival Director. "We're on a mission to make this a Zero Waste festival -- it's a major priority for us and something we diligently plan for and try to improve upon every year."

## **SAFEWAY CARES**

"Since the founding of Safeway, our philosophy and vision remain the same -- provide value and give back to the community where our customers and employees live and work. Safeway is a proud sponsor of the Art & Pumpkin Festival." The Half Moon Bay Beautification Committee salutes Safeway for its commitment to the community and its incredible generosity in supporting the festival and participating community service groups. Safeway has been the Pumpkin Festival's presenting sponsor since 1990 and has been an instrumental partner in the festival's fund-raising success.

## **THE HALF MOON BAY BEAUTIFICATION COMMITTEE**

The Pumpkin Festival was created by the newly formed Main Street Beautification Committee in 1971 as a means for restoring historic downtown Half Moon Bay. That first year, buildings were painted, trees were planted and a legend was born. Since then, the festival has helped raise several million dollars for civic projects and community service organizations throughout the coastside.

## **VEHICLE PARKING**

There will be parking at the south end of Main Street at Metzgar, Half Moon Bay High School (Main St. just north of Hwy. 92), Our Lady of the Pillar Church and the Community Center/Shoreline Station complex, both located on Kelly Avenue just east of Highway 1. Many parking lots are operated by local non-profit groups who charge a nominal parking fee. There is also very limited free parking on several side streets. Download the Pumpkin Festival mobile app for help in finding parking.

## **KICKSTAND BICYCLE PARKING MANAGED BY SEA HUGGER**

Bicycle parking is available in the Straight Wheel Cycling parking lot, at the corner of Kelly and Purissima from 9 a.m. to 5 p.m. both days. Suggested donation is \$5 per bicycle. Sea Hugger is managing the "Kickstand" Bicycle Parking as a fundraiser. Sea Hugger is a Half Moon Bay-based nonprofit working to protect and heal the marine environment from plastic pollution through education and action. From sponsoring monthly beach cleanups to promoting conservation laws, Sea Hugger works tirelessly to keep our beautiful ocean and Coastside clean and healthy. Special thanks to Straight Wheel Cycling and The Coastside Mountain Bikers.

### **PUBLIC TRANSIT**

Ride SamTrans bus service to the festival – you're dropped off just steps from the festival!

### **RIDE SHARING AND DROP OFFS**

The festival's designated Ride Sharing and Para Transit drop-off/pick-up location is in the Shoreline Station lot at Highway 1 and Kelly Avenue.

### **ACCESSIBLE PARKING**

There will be specially marked accessible parking on Purissima Street between Correas Street and Kelly Avenue.

### **STREET CLOSURES**

Main Street will be closed to traffic from Mill Street south to Monte Vista Lane throughout festival weekend. Southbound Main Street will not be accessible from Highway 92 beginning at approximately 7 AM on Saturday. Main Street will re-open at approximately 10 PM on Sunday. Departing the festival, Highway 92 eastbound will not be accessible from Main Street (either from the north or the south). The only way to go eastbound on Highway 92 is from Highway 1.

### **FIRST AID/LOST & FOUND**

Festival first aid and lost and found is located in the Small Hall on the IDES Grounds, the main food court and music stage area in the center of the festival.

### **NO PETS, PLEASE (EXCEPTION FOR SERVICE DOGS)**

For the safety, comfort, and courtesy of your pets and festival-goers, please leave your pets at home. Large crowds, warm weather, food preparation and consumption make it a very stressful and dangerous environment for pets. Exception made for service dogs.

### **DATES/HOURS/LOCATION/DIRECTIONS**

The free-admission festival will be held on October 15-16 from 9 a.m. to 5 p.m. on Main Street between Miramontes and Spruce Streets in Half Moon Bay. To get to Half Moon Bay, take 101 or 280 to Highways 92 or 84 west. You can also get to Half Moon Bay via Highway 1 from both north and south.

### **INFO-LINE/WEB/SOCIAL MEDIA**

For information, visit the festival website at  
visit <http://www.miramarevents.com/>, “like” our Facebook  
page <http://www.facebook.com/HalfMoonBayPumpkinFestival> and  
Instagram <https://instagram.com/hmbpumpkinfest> and follow us on  
Twitter <https://twitter.com/HMBPumpkinFest/>