



FOR IMMEDIATE RELEASE

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Downtown Holiday Tree Lighting Set for November 22nd

New Braunfels, Texas – The City of New Braunfels invites everyone to ring in the holiday season on Friday, November 22nd with the arrival of Santa Claus beneath a hundred thousand twinkling lights in historic downtown. The evening will kick off at 6 p.m. with music provided by the Comal County Community Band.

“This is the third year of HEB’s partnership to improve and enhance the downtown holiday experience,” said Stacey Dicke, Parks and Recreation Director. “Their generous contribution has replaced traditional incandescent lights with over 90,500 energy efficient mini-LED lights, which will be sparkling on the tree trunks this season”.

Additional sponsors of this annual event include New Braunfels Utilities and the New Braunfels Downtown Association.

Mayor Gale Pospisil will officially light the City’s holiday tree and Santa will arrive on a vintage fire truck to visit with children on the bandstand in Main Plaza. Holiday goodies will be available for purchase from the New Braunfels Downtown Association.

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