



FOR IMMEDIATE RELEASE

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CONTACT: Stacey Dicke, Parks and Recreation Department Director
110 Golf Course Rd.
New Braunfels, TX 78130
830.221.4350
sdicke@nbtexas.org

City Takes Home Promotional and Marketing Excellence Award

New Braunfels, Texas — The City of New Braunfels was presented the Texas Recreation and Park Society’s (TRAPS) Promotional and Marketing Excellence Award during a ceremony at the organization’s Annual Conference and Institute in Corpus Christi on Friday, February 21st.

The Promotional and Marketing Excellence Award honors communities in Texas for outstanding promotional efforts of a park, recreation or leisure agency over the past year. Award nominees are measured on creativity, innovation, content, design, ease of use, and use of media outlets to promote the value of public recreation. Kelsey Heiden is the department’s Marketing Coordinator and has been employed by the City for seven years.

“We are pleased to receive this recognition from our peers,” said Stacey Dicke, Parks and Recreation Director. “We are proud of the outstanding job our employees do in service to the community and how they continue to strive for excellence and exemplary results.”

TRAPS is a nonprofit 501(c)3 professional organization founded 75 years ago. TRAPS is committed to advancing the field of parks, recreation and leisure services in Texas, while advocating for enhanced recreation opportunities and the increase of public green space for Texans.

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