



FOR IMMEDIATE RELEASE

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World Car Kia Sponsors 2014 Concerts in the Park Series

New Braunfels, TX – On Thursday, June 5th World Car New Braunfels presented a generous sponsorship contribution of \$10,000 to the City of New Braunfels Parks and Recreation Department to support the 2014 Concerts in the Park series.

World Car Kia General Manager, Bill Keyes said, “At World Car Kia New Braunfels and World Car Mazda New Braunfels we have always believed in giving back. We are giving back to our local and surrounding local communities under a program we call “We Care Program.” We could not resist helping with Concerts in the Park - it provides great entertainment at no charge to the community.”

“This partnership comes at a most appropriate time,” said Robin Kunkel, Recreation Manager. “With the 2014 series being the 30th anniversary of Concerts in the Park, the timing could not have been better. We are thankful to the fine organizations and the talented bands who volunteer their time that make this free concert series accessible for our community.”

Five other businesses have generously contributed, including: Rudy’s Bar-B-Que, Digital D-Signs, KGNB/KNBT Radio New Braunfels, Wright Distributing and Bug-a-Meister.

For thirty years the Landa Park Dance Slab has been the place to be every Thursday night during the summer months. Local musicians perform a variety of music ranging from rhythm and blues, to hard rock and cool country tunes. All shows are free to the public and begin at 7:30 p.m. on Thursday evenings through August 7th, 2014. Concert goers are reminded to bring lawn chairs, blankets and refreshments to enjoy the performances.

For additional information, visit www.nbtexas.org/concerts or contact the City’s Parks and Recreation Department at 830-221-4350.

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Optional photo attached - caption:

Mayor Barron Casteel, with Adam and Selena Medina of Brothers Medina Band and Earl Leaverton of Arms Length Band, accept a \$10,000 check from World Car Kia General Manager, Bill Keyes.