



**FOR IMMEDIATE RELEASE**

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**Texas Downtown Association President's Award Finalist**

**New Braunfels, Texas** —The City of New Braunfels has announced that New Braunfels' *2Tarts Bakery* was named a Best Downtown Business finalist of the 2015 Texas Downtown Association (TDA) President's Awards Program. The Best Downtown Business category recognizes an exceptional downtown business that positively promotes the downtown or commercial district as a destination for locals and tourists alike.

Since 1998, the Awards Program has recognized more than 150 projects, events and people that make a difference in Texas downtowns. The categories are divided based on populations of over and under 50,000 inhabitants.

Judging for the awards took place on September 11th, in Austin and the winners will be announced on November 5th at the President's Awards Luncheon held in conjunction with the 2015 Texas Downtown Development and Revitalization Conference in Waxahachie, TX.

The Texas Downtown Association, established in 1985, is an independent, statewide nonprofit organization comprised of over 450 members involved in downtown and commercial district revitalization projects. TDA provides resources to members through networking opportunities, marketing, education and advocacy to achieve community goals.

For further information contact Amy McWhorter, Downtown Development Coordinator, at 830-221-4057.

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