



FOR IMMEDIATE RELEASE
June 28, 2016

CONTACT: Kelsey Heiden, Marketing Coordinator
110 Golf Course Road
New Braunfels, TX 78130
830.221.4354
kheiden@nbtexas.org

New Braunfels Celebrates National Park and Recreation Month

New Braunfels, TX – July is National Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA) celebrated since 1985. New Braunfels Parks and Recreation Department is joining cities across the country to celebrate the power of park and recreation services.

The City is celebrating by offering buy one get one free admission for the entire month of July on the following days and attractions:

- Mondays, Landa Park Paddle Boats
- Tuesdays, Landa Park Miniature Golf
- Wednesdays, Landa Park Aquatic Complex

Additionally, the Parks and Recreation Department is hosting a digital outdoor photo scavenger hunt, a thirty-one day challenge to capture photos in ten select New Braunfels parks for posting to Instagram or Facebook using **#NBParksandRec**. Interested individuals can download the 2016 Outdoor Challenge Photo Scavenger Hunt information at www.nbtexas.org/PRM. Participants who complete the 2016 Outdoor Challenge will have a scavenger hunt photo published in “The Fun Things in Life” Recreation Program Guide and win a custom New Braunfels Parks and Recreation superhero cape.

“Park and Recreation Month activities encourage everyone to reflect on the exponential value parks and recreation services bring to our community,” said Kelsey Heiden, Marketing Coordinator. “During the month of July we are encouraging the community to celebrate with us by getting outdoors to enjoy the local parks, playgrounds and recreation services.”

NRPA is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 50,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit NRPA.org.

For further information about National Park and Recreation Month activities, call the Parks and Recreation Department at 830-221-4350 or visit www.nbtexas.org/parks.

###