



FOR IMMEDIATE RELEASE

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Mayors Place Their Bets for Guadalupe River Bowl 2016

New Braunfels, TX — No rivalry in sports quite compares to the rivalry of New Braunfels and Seguin high schools — which has run since 1923.

The two teams will take the field at the New Braunfels High School Unicorn Stadium on Friday, September 2nd, at 7:30 p.m., and much more than a football game is on the line – it's the 2016 Guadalupe River Bowl!

The Seguin/ New Braunfels feud has been called the longest-running high school football rivalry in Texas, where high school football is a serious business.

New Braunfels Mayor Barron Casteel and Seguin Mayor Don Keil met on August 22nd in City Council Chambers at New Braunfels City Hall to make the bet (traditionally sausage from New Braunfels and pecans from Seguin) and talk a little friendly smack about football. The trophy plaque will also hang at the City Hall of the team that prevails on September 2nd.

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