



**FOR IMMEDIATE RELEASE**

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**CONTACT: Stacey Dicke, Director of Parks & Recreation**  
110 Golf Course Road  
New Braunfels, TX 78130  
830.221.4350  
[sdicke@nbtexas.org](mailto:sdicke@nbtexas.org)

**Downtown Holiday Lighting Set for November 18<sup>th</sup>**

**New Braunfels, Texas** – The City of New Braunfels invites everyone to ring in the holiday season on Friday, November 18<sup>th</sup> with the arrival of Santa Claus beneath a hundred thousand twinkling lights in historic downtown New Braunfels. The evening will kick off at 6:00 p.m. with music provided by the Comal County Community Band.

Mayor Barron Casteel will officially light downtown and Santa will arrive on a vintage fire truck. Pictures with Santa on the bandstand and holiday goodies will be available for purchase from the New Braunfels Downtown Association.

“We are thrilled to partner with H-E-B to improve and enhance the downtown holiday experience,” said Stacey Dicke, Parks and Recreation Director. “This year, H-E-B’s generous contribution of \$15,000 helped replace our holiday tree with a new 30-foot tree, complete with a star tree topper and energy efficient LED lights, which will be sparkling on Main Plaza this season.”

“In addition, H-E-B helped replace our traditional incandescent lights with over 90,000 energy efficient mini-LED lights through a three year contribution. These lights illuminate the tree trunks that line the streets of our historic downtown,” Dicke added.

Additional partners of this annual event include the New Braunfels Downtown Association and New Braunfels Utilities. For additional information contact City’s Parks and Recreation Department at 830-221-4350.

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