



FOR IMMEDIATE RELEASE

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Holiday Season Kicks Off Friday in Historic Downtown

New Braunfels, Texas – The City of New Braunfels invites everyone to kick off the holiday season on Friday, November 18th with the arrival of Santa Claus beneath a hundred thousand twinkling lights in historic downtown New Braunfels. The evening will begin at 5:50 p.m. with festive melodies provided by the Comal County Courthouse bells, and the Comal County Community Band will begin playing at 6:00 p.m.

New Braunfels police officers will be on hand starting at 5:00 p.m. to shut down Main Plaza traffic and to provide safety for the gathering celebrants. The streets will be reopened by the officers at 8:30 p.m.

“Beginning at approximately 6:15 p.m., Mayor Barron Casteel, and other dignitaries, will welcome guests and officially light downtown and then Santa will arrive on a vintage fire truck escorted by Fred Fey’s festive calliope at approximately 6:30 p.m.,” said Parks and Recreation Director Stacey Dicke. “A special treat this year will be a performance by the New Braunfels High School Steel Drum Band during the final hour of the event.”

The New Braunfels Downtown Association conducts fundraising activities as part of the event, including the sale of port tamales, Frito pie, hot chocolate and hot cider to attendees. All children are invited to have a visit with Santa, with optional photos available for \$10 as an additional fundraiser for the association.

For additional information contact City’s Parks and Recreation Department at 830-221-4350.

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