



**FOR IMMEDIATE RELEASE**

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**New Braunfels Participates in IT'S TIME TEXAS Community Challenge**

**New Braunfels, TX** – The City of New Braunfels is participating in the statewide health initiative IT'S TIME TEXAS Community Challenge. The IT'S TIME TEXAS Community Challenge, is a free competition in which Texas communities compete to see which one can demonstrate the greatest commitment to healthy living.

“We are excited to join in the challenge and I encourage our community to come together to eat better, move more and prioritize health,” said Mayor Barron Casteel. “I recognize that a healthy community is more united, more productive and more prosperous. I am committed to the health of this community, have signed the Mayor’s Pledge in support of the program and invite everyone in New Braunfels to get involved.”

Community members, schools, faith based organizations and businesses can register by accessing the IT'S TIME TEXAS Community Challenge website, at [www.ittcommunitychallenge.com](http://www.ittcommunitychallenge.com). After registering, participants can record health-related activities, learn about healthy living, post healthy “selfies,” and help accumulate points for their city. A listing of free City of New Braunfels sponsored activities in support of the challenge is available at [www.nbtexas.org/challenge](http://www.nbtexas.org/challenge).

“Winning communities in each size category receive a grant from H-E-B,” said Assistant City Manager Kristi Aday. “With everyone’s help we can put that grant towards Callen’s Castle All-Abilities Park, which is in the fundraising stage of its development.”

“IT'S TIME TEXAS focuses on uniting and motivating individuals, institutions, and organizations committed to improving the health of their communities,” Aday said. “Person-by-person, community-by-community, this approach is working to create significantly healthier people and cities state-wide. So join in the activities, get groups you are associated with involved, have fun and reap the benefits of this initiative.”

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