



FOR IMMEDIATE RELEASE

January 31, 2017

CONTACT: Kelsey Heiden, Marketing Coordinator
110 Golf Course Road
New Braunfels, TX 78130
830-221-4350
kheiden@nbtexas.org

Parks and Recreation Hosts Fit February Healthy Selfie Challenge

New Braunfels, TX – The City of New Braunfels Parks and Recreation Department is hosting a Fit February Healthy Selfie Challenge as a part of 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 can demonstrate the greatest commitment to healthy living. First place cities in each size category win a grant from HEB, and that grant would be put towards the fundraising efforts for an all-abilities park in New Braunfels.

“To participate in the challenge, residents must first create an account on the IT’S TIME TEXAS website at www.ittcommunitychallenge.com,” said Parks and Recreation Marketing Coordinator Kelsey Heiden. “After creating the account, snap a healthy selfie at a park or trail while participating in a healthy activity, submit your selfie by uploading it to that same IT’S TIME TEXAS website and post your picture on Instagram or Facebook with the hashtags #CommunityChallenge and #NBParksandRec.”

The challenge runs February 1st through February 28th and the New Braunfels participant with the most points on the IT’S TIME TEXAS website on February 28th will win a healthy living swag bag.

Interested individuals can also download the 2017 Fit-February Healthy Selfie Challenge information and find other Community Challenge events in New Braunfels at www.nbtexas.org/challenge.

IT’S TIME TEXAS focuses on uniting and equipping the motivated – an army of passionate individuals, institutions, and organizations committed to improving the health of their communities. Person-by-person, community-by-community, IT’S TIME TEXAS is creating significantly healthier people, places, providers, and policies for the Lone Star State and, ultimately, the nation.

Learn more at www.itstimetexas.org, like on Facebook and follow on Twitter.

#