



FOR IMMEDIATE RELEASE

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New Braunfels Celebrates National Park and Recreation Month

New Braunfels, TX – Summer is here, which means it’s time to get your play on. This July, discover the power of play with the City of New Braunfels Parks and Recreation Department as they celebrate Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA).

New Braunfels Parks and Recreation Department is celebrating by offering buy-one-get-one-free admission for the entire month of July on the following days and attractions:

- Mondays - Landa Park Paddle Boats
- Tuesdays - Landa Park Miniature Golf
- Wednesdays - Landa Park Aquatic Complex

Additionally, the Parks and Recreation Department is hosting a “Get Your Play On” Digital Photo Challenge and a weekly “Selfie in the Park” Contest, encouraging residents to show why play is so important in their lives.

Interested individuals can visit www.nbtexas.org/PRM for more information on how to participate. Entries can be submitted via Facebook or Instagram using the hashtag #GetyourplayonNB. Participants who complete the “Get Your Play On” Digital Photo Challenge will have a photo published in “The Fun Things in Life” Recreation Program Guide and win a New Braunfels Parks and Recreation swag bag, those who enter the “Selfie in the Park” Contest will be eligible to win weekly prizes.

“Park and Recreation Month activities encourage everyone to reflect on the exponential value parks and recreation services bring to our community,” said Kelsey Heiden, Marketing Coordinator. “During the month of July we encourage the community to celebrate with us by getting outdoors to enjoy local parks, playgrounds and recreation services.”

The NRPA is a national not-for-profit organization dedicated to ensuring that all Americans have access to parks and recreation for health, conservation and social equity. Through its network of nearly 60,000 recreation and park professionals and advocates, NRPA encourages the promotion of healthy and active lifestyles and equitable access to parks and public space. For more information, visit www.nrpa.org.

For further information about National Park and Recreation Month activities, call the Parks and Recreation Department at 830-221-4350 or visit www.nbtexas.org/parks.

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