



**FOR IMMEDIATE RELEASE**  
November 27, 2017

**CONTACT: Amy McWhorter, Downtown Development Coordinator**  
550 Landa Street  
New Braunfels, TX 78130  
830-221-4057  
[amcwhorter@nbtexas.org](mailto:amcwhorter@nbtexas.org)

**25<sup>th</sup> Annual Wassailfest Set for December 7<sup>th</sup>**

**New Braunfels, TX** – The City of New Braunfels is hosting the 25<sup>th</sup> Annual Wassailfest on Thursday, December 7<sup>th</sup>, from 6:00 - 9:00 p.m. in historic Downtown New Braunfels. Wassailfest began in 1992 as a way for downtown merchants to thank customers for their patronage and to highlight the beauty and charm of downtown during the holiday season. 2017 marks the 25<sup>th</sup> anniversary of this local holiday tradition.

The evening kicks off with Mayor Barron Casteel providing the first wassail toast at the Main Plaza Bandstand while over 100,000 twinkling lights downtown provide a festive mood. The event features over 30 free Wassail Stops (sampling), business open houses, and a judged Wassail-Meister Competition.

This year, the wassail competitions have been consolidated into a single, judged event to declare the official winner of the best wassail in downtown! The winner will be announced from the Main Plaza Bandstand at the close of the festival and officially proclaimed at a City Council meeting in January. Food concessions are offered by local non-profit organizations, with local choirs, musicians, and puppeteers providing free entertainment for everyone to enjoy.

For more information about this year's Wassailfest, contact Amy McWhorter, Downtown Development Coordinator, at 830-221-4057.

# # #