



FOR IMMEDIATE RELEASE

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¡CycloVIVA! – Open Streets Event

New Braunfels, TX – The City of New Braunfels will host its first-ever open streets event– ¡CycloVIVA! - on Sunday, March 3rd, from 1:00 to 4:00 p.m. The event will take place on a one-mile route, closed to vehicular traffic, along West San Antonio Avenue from Walnut to Concepcion Avenue at Ernest Eikel Field and JAWS Skate Park. This will allow the community to walk, bike, skate, run, dance or just play in a safe, relaxed atmosphere.

The free event will give New Braunfels residents a chance to experience West San Antonio Street from a different perspective, whether on foot or by bike, and take in sights they may drive by everyday but not notice - such as businesses, restaurants, neighborhoods, historic buildings, parks, churches, and public art. The event will include activities for all ages such as a bike rodeo for kids, free fitness classes from Das Rec and Camp Gladiator, Comal Fit Chef Food Demonstrations, Fix-a-Flat Demo, a special appearance from the Wurstgirls Roller Derby team and more.

These activities will be located at designated “activity hubs” focused on a theme: Health & Family, Mobility, and Culture & Heritage.

“The goal is to promote health and wellness while bringing families and friends together in fun and pet-friendly event,” said Ylda Capriccioso, Park Development Manager.

¡CycloVIVA! has been fortunate to engage with great partners to help promote the event and bring the activity hubs to life including: Alamo Area Metropolitan Planning Organization (AAMPO), the Hispanic Business Alliance (HBA), EzyKleen Laundry & Car Wash, Chain Link Bike Shop, Connections, and others.

“The organizers of ¡CycloVIVA! would like to thank the sponsors that are helping make this event happen including: HEB, The McKenna Foundation, HMT Engineering & Surveying, LJA Engineering, KFW Engineers and Surveying, Coursen-Koehler Engineering & Associate, a division of Westwood, Trihydro and New Braunfels ER,” Capriccioso noted.

Anyone interested in partnering, sponsoring, or being a vendor should contact Ms. Capriccioso (ycapriccioso@nbtexas.org) or Cailin Cronin (ccronin@nbtexas.org) at the Parks and Recreation Department for more information.

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