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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

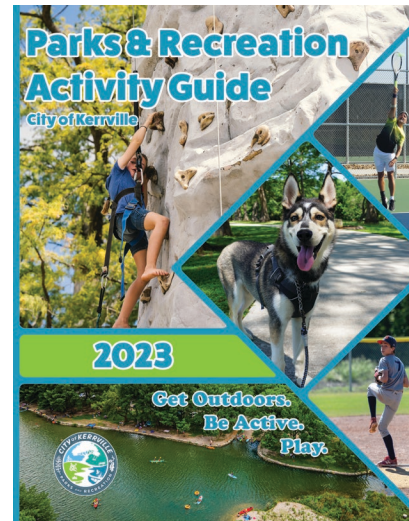
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### **City's 2023 Parks & Recreation Activity Guide honored**

**Kerrville, Texas (June 14, 2023)** – The City of Kerrville's 2023 Parks & Recreation Activity Guide received an Award of Excellence at the Texas Association of Municipal Officers' (TAMIO) annual awards banquet June 8 in the Special Publications category for cities with population less than 75,000.

The city's Activity Guide, which contains information on every park, program, and event the Parks and Recreation Department offers throughout the year as well as events at the Butt-Holdsworth Memorial Library and the Kerrville Police Department, is designed in-house by the Parks and Recreation Department and the city's Public Information Office. Since the city first began printing the Activity Guide, it has seen a steady growth in the size of the magazine and the programs offered. The first guide was printed in 2014 and was 16 pages; the 2023 guide is 64 pages. The city has also seen a significant increase in the attendance at programs and events



that can be directly attributed to the publication of the magazine, which is mailed to every City of Kerrville utility customer and is also available at the Parks and Recreation office and online at <https://heyzine.com/flip-book/3d3dd57160.html>.

“This publication is a team effort, and it takes a lot of time and edits to ensure we generate a high quality product,” Director of Parks and Recreation Ashlea Boyle said. “We are extremely proud of this accomplishment. We had some stiff competition, and its rewarding to know our team creates a product that stands out to others in the state that design similar publications. Quality service to our community is our purpose. Sharing our parks and activities with them in a way that is eye-catching, fun, and creative is a tribute to our dedication to our citizens and the services we provide them. Be on the lookout in January for our 2024 guide for all the ways to Get Outdoors, Be Active, and Play in Kerrville parks! ”

The Texas Association of Municipal Information Officers was developed as a result of the increasingly complex role of public information in municipal government. When organized in 1974, only a handful of Texas cities employed professional communications staffs. Today, TAMIO has a growing number of public information/public relation specialists serving small communities as well as urban centers throughout the state.

To view TAMIO’s 2023 TAMI Award Winners, please visit <https://tami.awardsplatform.com/gallery/RpJEeboY>.



Pictured from left with the 2023 Parks & Recreation Activity Guide Award of Excellence are Director of Parks and Recreation Ashlea Boyle, P&R Recreation Manager Rosa Ledesma, City of Kerrville Multimedia Coordinator Martin Greenwell, P&R Tourism & Event Coordinator Rain Thoreson, and Assistant Director of Parks & Recreation Deidre Flores.

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