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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **Kerrville Parks and Recreation receives two awards from Texas Festivals and Events Association**

**Kerrville, Texas (Nov. 20, 2024)** – The City of Kerrville Parks and Recreation Department’s “Kerrville Eclipse Festival” has been recognized by the Texas Festivals and Events Association (TFEA) in the 2024 TFEA/Kaliff Best In Texas Awards Competition. The festival was recognized with accolades for Best New Festival/Event and Best Commemorative Poster, celebrating its outstanding event development and marketing achievements.

The TFEA/Kaliff Best In Texas Awards is a premier competition that recognizes excellence in festival and event marketing throughout Texas. Organized by the TFEA, the program emphasizes the vital role of innovative marketing strategies in ensuring the success and sustainability of festivals and events. These awards honor the dedication and creativity of Texas event planners.

The Best New Festival/Event – Gold award recognizes an event significantly impacting its inaugural year, showcasing creative vision, exceptional organization, and strong community engagement. The Best Commemorative Poster - Silver award acknowledges the artistic design

and visual storytelling that captures the essence of an event, highlighting the importance of compelling visual communication in event marketing. With the addition of these two awards, the Kerrville Parks and Recreation Department has won a total of six awards at the regional, state, and international levels for their work on the Kerrville Eclipse Festival and related eclipse planning.

“We are deeply honored to receive these prestigious awards,” said Rosa Ledesma, assistant director of Parks and Recreation. “We were proud to host an event that resonated deeply with our attendees. Our commemorative poster, beautifully designed by Dr. Tyler Nordgren, perfectly captured the festival's spirit and played a crucial role in our marketing campaign.”

For additional information, contact the Parks and Recreation Department at (830) 257-7300, [recreation@kerrvilletx.gov](mailto:recreation@kerrvilletx.gov), visit the city's website at [www.kerrvilletx.gov](http://www.kerrvilletx.gov), or follow us on Facebook at City of Kerrville Parks and Recreation Department or Instagram at cityofkerrville.



Pictured from left are Kerrville Parks and Recreation's Shane Heffernan, Rain Thoresen, Rosa Ledesma and Ashlea Boyle.

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