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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Kerrville Parks and Recreation honored with awards by Texas Recreation and Park Society (TRAPS) Central Region

Kerrville, Texas (Nov. 15, 2024) – The City of Kerrville Parks and Recreation Department is proud to announce that it has been recognized with two prestigious awards by the Texas Recreation and Park Society (TRAPS) Central Region.

These awards were presented at the TRAPS Central Region Workshop, highlighting the region's most innovative and effective programs, marketing efforts, and initiatives.

Lone Star Programming Award

Kerrville Parks and Recreation received the *Lone Star Programming* award for its innovative and successful implementation of the Kerrville Eclipse Festival and related programming. This first-of-its-kind experience in Kerrville was a sensation, drawing thousands of visitors from near and far to celebrate the historic 2024 total solar eclipse with various eclipse viewing opportunities, educational programming, and fun activities for all ages. The



CENTRAL REGION

event's creativity, safety planning, and community impact were key factors in earning the top honor in this category.

Department Marketing Award

In addition, the department was also awarded the *Department Marketing* award, recognizing its outstanding promotional efforts to raise awareness of Eclipse public safety and events/programs throughout the community. The department successfully engaged a wide range of audiences through strategic marketing campaigns, social media engagement, and collaborative partnerships on a local and national scale. Their efforts ensured that visitors and residents were presented with key information to guarantee a smooth experience – having the potential to boost tourism for years to come.

"These awards from the Texas Recreation and Park Society Central Region are a tremendous honor and a testament to the dedication and creativity of our Parks and Recreation team," said Ashlea Boyle, director of Parks and Recreation. "The Lone Star Programming Award for our Kerrville Eclipse Festival highlights the team's commitment to providing unique, engaging, and safe experiences that bring our community together in memorable ways. Additionally, being recognized with the Department Marketing Award reinforces our commitment to keeping residents and visitors well-informed, helping ensure their experience is enjoyable. We're grateful for the community's support and excited to continue building exceptional programs for Kerrville."

For more information, please contact the Parks and Recreation Department at (830) 257-7300, recreation@kerrvilletx.gov, visit the city's website at www.kerrvilletx.gov, or follow us

on Facebook at City of Kerrville Parks and Recreation Department or Instagram at [cityofkerrville](https://www.instagram.com/cityofkerrville).



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

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