



**FOR IMMEDIATE RELEASE**  
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**City to Livestream Comal County Fair Parade**

**New Braunfels, TX** — The City of New Braunfels has announced that this year’s Comal County Fair Parade will be streamed live from downtown New Braunfels out to the community - and the world. Viewers are invited to tune in to the City website ([www.nbtexas.org/parade](http://www.nbtexas.org/parade)) at approximately 10:10 a.m. Friday, September 27<sup>th</sup> or watch via the City’s Official Facebook page at <https://www.facebook.com/CityofNewBraunfels>.

“We conducted a Facebook poll to determine interest in the live broadcast,” said Public Information Officer Sheri Masterson. “The response indicated that many felt it would be appreciated by those who could not easily attend in person – such as those in assisted living, out of town, working - or in a variety of other circumstances that might keep someone from seeing their children, grandchildren and friends in the parade or from just enjoying all the entries.”

City staffers, and local personalities, David Ferguson (NBPD) and Yesenia McNett (CSO) will be commentating throughout the three-plus hour program.

“We want to thank our community partners – New Braunfels Utilities and the Chamber of Commerce – for their assistance in providing this entertainment service to the community,” said Tyler Hoffmann, City of New Braunfels Webmaster and Digital Content Creator. “We will be broadcasting from the roof of NBU’s downtown offices, so give us a wave and a smile if you pass by during the parade!”

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