

# ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

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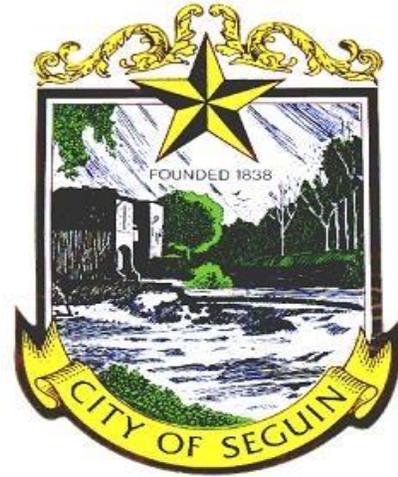
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## **Seguin Fourth of July Celebration Schedule** ***Former Main Street Director to Serve as Parade Grand Marshal***

**SEGUIN, Texas** – Thanks to the combined efforts of several organizations, Seguin is well-known for our great Fourth of July celebration. Starting in the days leading up to Independence Day and capping off with a spectacular fireworks show, this year’s festivities will offer another memorable and enjoyable experience for the entire family.

***Flag raising ceremony, Central Park, 9 a.m.***

The City of Seguin’s official July Fourth festivities begin with a flag raising ceremony at 9 a.m. in Central Park. Music, speakers, pomp and circumstance will remind attendees of the significance of the day.

***Parade, Austin Street, 10 a.m.***

Crowds of flag-waving people will line Austin Street for the annual Biggest Small-Town Parade in Texas at 10 a.m. The exact year this event started is unknown, but each year this celebration gets bigger and better! Past crowd estimates have exceeded 10,000. There will be more than a hundred parade entries including floats from local businesses, elected officials, churches, schools, military representatives, the Alamo City Community Marching Band and more.

Former Seguin Main Street Program director Mary Jo Langford will serve as grand marshal for this year's parade. Seguin Mayor Don Keil selected Langford for the role following her recent retirement after 18 years of dedicated service to downtown.

"A big part of Seguin's Fourth of July celebration is Mary Jo's legacy," Mayor Keil said. "For almost two decades she's been the person who has been busy working to ensure the celebration's success and hasn't really had the chance to sit back, relax and enjoy it. Serving as grand marshal will allow her that opportunity."

The City of Seguin asks parade attendees to not block parade route sidewalks with chairs and other items until the morning of the event. To allow for the best parade viewing experience, drivers are asked to not park along the parade route, which includes Austin Street from East Weinert to Nelda Street.

"Blocking sidewalks by setting out chairs in advance is a safety issue," Seguin Public Information Officer Scott Packard said. "The sidewalks need to be clear prior to the morning of the parade so that pedestrians can safely cross at intersections and not be forced to walk in the streets."

Items blocking sidewalks prior to the morning of the parade may be removed by city crews. Reserving a spot is fine, just be sure doing so prior to the parade does not block the sidewalk.

For the convenience of those enjoying the parade and downtown activities, portable toilets will be provided at several locations:

- 1111 N. Austin Street (parking lot)
- 1002 N. Austin Street (parking lot by trees bordering Blumberg Street)
- Central Fire Station – 110 E. Elm Street
- Seguin Public Library – 707 E. College Street
- Texas Theater – 727 N. Austin Street (rear parking lot)
- Southeast corner of Washington and Austin (parking lot)

- 742 S. Austin (vacant lot)
- Eagle Rentals – 315 Loop 123 South (parking lot)
- SISD lot – corner of N. River and E. Krezdorn by Mary B. School

***Mayor's Luncheon, Seguin Coliseum, 11:30 a.m.***

Following the parade, Mayor Don Keil invites folks to cool off, grab lunch and enjoy quality entertainment at the Mayor's Luncheon at the Seguin Coliseum. A traditional BBQ lunch will be available for \$7 per plate.

"The luncheon provides a great opportunity to come inside and cool off after watching the parade," Mayor Keil continued. "It's a great event and there is going to be fantastic entertainment."

Fresh off their performance in the parade, the Alamo City Community Marching Band will provide entertainment throughout the luncheon. The Mayor's Luncheon is 11:30 a.m. to 1 p.m. Advance tickets can be purchased by calling 830-379-3212.

***Fireworks, Max Starcke Park Golf Course, 9:30 p.m.***

At dusk, the sky over the golf course at Max Starcke Park will be lit up with a colorful and patriotic fireworks display. The July Fourth Fireworks Fiesta is presented by H-E-B with additional sponsorship from Caterpillar.

"The best spot to watch the fireworks is Max Starcke Park East," Seguin Parks and Recreation Director Jack Jones said. "Families can bring a picnic, chairs and blankets to sit on and enjoy the great show."

The July Fourth Fireworks Fiesta is Seguin's biggest party of the year and friends, neighbors and visitors are encouraged to join in the fun.

***Other events prior to the Fourth of July***

There are a number of other great events leading up the City of Seguin's official Fourth of July celebration. The San Antonio Symphonic Band will perform on Sunday June 29<sup>th</sup> from 7

to 8:30 p.m. in Central Park. The performance is part of the Downtown Concert Series and is free to attend.

Freedom Fiesta is Thursday, July 3 in Central Park from 6:30 p.m. to midnight. KWED Radio/Seguin Daily News is hosting the event that include games, food, a kiddie parade and more. Entertainment will be provided by Clint Taft and the Buck Wild Band. Admission to Freedom Fiesta is free.

For more information about the City of Seguin's Fourth of July celebration, call the Main Street Program at 830-401-2448 or click on the July Fourth banner on the left side of the city website homepage, [www.seguintexas.gov](http://www.seguintexas.gov).

**About the City of Seguin**

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

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