

Press Release

Annual Schulenburg Festival Slated for August 2nd, 3rd, & 4th

IBCA-sanctioned BBQ Cook-off Added to Slate of Activities

Everything is bigger and better in Texas, and The National Party of Texas is no exception. Better known as the Schulenburg Festival, this annual 3-day event draws thousands of people each year to Schulenburg, and the Festival Directors invite you to come join the party. Whether you've been coming for years, or this will be your first appearance, you're sure to have a great time. There's rodeo action, cook-offs, sporting events, arts & crafts, kids' activities, and plenty of refreshments for you. And, of course, continuous live music is the highlight of the weekend.

The Festival is excited to welcome Grammy-winning Diamond Rio to the Pavilion on Friday, August 2nd. In 1991, they became the first country music group in history to reach No. 1 with a debut single, "Meet in the Middle". This group has had no band member changes throughout their long career, where they have sold more than 10 million albums and won six Vocal Group of the Year awards (CMA and ACM). Some of their hits include "How Your Love Makes Me Feel," "One More Day," "Beautiful Mess," "Unbelievable," and "In a Week or Two." If you follow country music at all, you're sure to recognize several of their hit songs.

Country music continues on Friday evening with Randall King as the closing act. King, a talented singer-songwriter from the West Texas Plains, is a fourth generation hay-hauler who writes songs inspired by his heritage and family roots. His style and voice have been praised by Nashville hit songwriters, including none other than Garth Brooks, who lauded King's songwriting skills and said "This kid is what country music is all about to me." King's latest hit "Takin' Me a Heartbreak" recently hit Number 1 on a several Texas music charts.

Make sure to catch the opening act on Friday night, the Bellville-based David Lewis Band. The Festival loves to promote rising talent, and Lewis definitely fits the bill. His high energy performance with a playlist of legendary country hits and his own originals will be sure to get the crowd warmed up for Diamond Rio and Randall King.

Live music continues all day on Saturday. Los Kolaches will provide a great soundtrack for Saturday afternoon Festival activities, and then Tracy & Resendis will get everyone warmed up for Saturday night with their diverse mix of top rock and country hits from the '70s through the '90s.

The party really gets going on Saturday night when Texas Unlimited Band hits the stage. Known as "The Official Band of the National Party of Texas", TUB is second to none at mixing things up to suit a crowd. Once they get things started, they will turn over the stage to Kody West, who has steadily been making a name for himself with shows all over Texas, and beyond. His music has been described as a mix of Texas country and bluegrass with good-for-the-soul grooves. West's 2017 debut album "Green" has garnered many positive reviews, and his music is gaining traction on the Texas music scene. The Festival has a long history of promoting up-and-coming Texas music artists, and feels that West has all the making of success. After Kody West's show,

TUB will finish out Saturday night with a party like no other. As Festival President Mike Zweschper describes it, "TUB is unrivaled as a party band and The National Party of Texas is where they shine brightest." Don't miss singing and dancing with the Pavilion crowd on Saturday night!

Sunday's lineup starts with The Original Triumphs, ready to provide "A Blast From Your Past". Listening to their feel-good tunes from the past is the perfect way to spend a Sunday afternoon. Following their show, TUB will be back to close out the weekend as only they can. Anyone who sticks around for all the music on Sunday won't be disappointed!

A new feature at this year's Festival is the IBCA-sanctioned BBQ cook-off. The purpose of the IBCA is to develop and bolster equitable competitive barbeque cooking internationally, and the Festival is very excited to add this contest. There are six different contests that enterprising cooks can enter: IBCA BBQ, Open Jackpot Cooks' Choice, CASI Chili, Local Jackpot Chili, Beans, and Bloody Marys. The northeast corner of Wolters Park is the place to be on Saturday to visit with friends and check out the sights, sounds, and smells...and maybe sneak a taste or two of some delicious chili or BBQ!

Festival time is also RODEO time in Schulenburg. The CPRA/UPRA Rodeo takes place on Friday and Saturday nights, with 8 events (bareback riding, bull riding, saddle bronc riding, breakaway, steer wrestling, barrel racing, team roping, and tie down). At the gate, attendees can purchase admission to the rodeo only (\$15, free for children) or can buy a \$20 ticket for both the rodeo and the musical entertainment.

Gate admission for all activities is \$20, but attendees can save money by buying tickets ahead of time from local scholarship participants. Presale tickets are currently selling for \$18 for one night, or a two-night combo ticket goes for \$30. No admission is charged for children 12 and under.

The Schulenburg Festival has many other activities taking place all weekend. Sports-minded people can take part in the fun run/walk, or in the softball, basketball, or golf tournaments. Dozens of arts and crafts vendors will be set up in the corner of Wolters Park for shopping enjoyment, or Festival souvenirs are available for sale under the Pavilion as well. Class reunions for selected graduates from Schulenburg and Bishop Forest high school will be held on Saturday afternoon and are always well-attended. For a different sort of entertainment, the annual Cow Chip and Egg Toss contests are a must-see.

The little ones won't be bored, either. The Festival hosts the annual tricycle races and kiddie parade on Saturday morning, while the Lions Club Carnival will be open during the weekend as well.

Sunday's main event is the Grand Festival Parade, which takes place in downtown Schulenburg and ends at Wolters Park. Pro tip: Find a good shady spot in town, watch the parade, and then head down to the park for lunch and some great music.

No one should go hungry while they are there, either. Plenty of food and drink options are available.

Thursday, August 1st, the Festival will host a “Warm Up” party to get everyone ready for the long weekend. Southbound 955 will be on the stage for a free show. This Fayetteville-based group made a splash when they were in high school; last year they got back together for a “reunion show” at the Festival and put on a great show. Come check them out, along with the rodeo slack, and the carnival on Thursday night. Food and drinks will also be available.

The Festival would like to mention that proceeds from the annual event are spent in the community in the form of donations, scholarships, and community improvements. Additionally, local organizations such as the Booster Club, FFA, Navidad Valley Cattlewomen, and the SHS Cheerleaders and Belles use the Festival as a fundraiser. The Festival has put back over \$500,000 into Schulenburg since the 1970s, and they continue to grow that number each year.

The Festival website includes much more information, including a detailed schedule of events and ticket information: www.schulenburgfestival.org. The Festival also has social media accounts that provide additional information and photos – Facebook, Instagram, and Twitter.

Schulenburg invites everyone to their annual party, the National Party of Texas...we hope to see you there!!