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Texas Recreation and Park Society Central Region Young Professional Award

New Braunfels, Texas – The City of New Braunfels Parks and Recreation Marketing Coordinator, Kelsey Heiden, was honored with the Regional Young Professional Award by the Texas Recreation and Park Society (TRAPS) during a ceremony at the organization’s annual Central Regional Workshop on November 13th in Kerrville, Texas.

The award is given annually to the young professional who has an outstanding record for contributions to the TRAPS organization - via service on committees, promoting advancement of the recreation and parks profession within the region and state, and involvement in the community.

Ms. Heiden has been employed by the Parks and Recreation Department since 2006, and built a career path that ultimately has led to her being promoted to the department’s Marketing Coordinator in 2012. She obtained her Certified Parks and Recreation Professional (CPRP) certification earlier this month.

“Kelsey shines in this position and truly believes in the three pillars of Parks and Recreation: Social Equity, Conservation and Health,” said Parks and Recreation Director Stacey Dicke. “She works continually to weave the message of how our profession can improve everyday lives in each of these three areas to the public. She creatively generates interest on social media pages, through contests, and in printed messages to engage the public with our goals. Through all of this, Kelsey has generated a brand for the New Braunfels Parks and Recreation Department in our community that has become a reliable source of information for families.”

TRAPS is a nonprofit 501(c)3 professional organization, committed to advancing the field of parks, recreation and leisure services in Texas, while advocating for enhanced recreation opportunities and the increase of public green space for Texans.

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