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## NEW BRAUNFELS FINDS THE RIGHT FIT WITH ASTROTURF

**New Braunfels, TX, June 6, 2016**– The next time your child asks you where unicorns play, you can confidently tell her they play on AstroTurf®. That’s because the New Braunfels ISD recently awarded a bid for the new playing surface at Unicorn Stadium to AstroBuilders, who are now installing a state-of-the-art AstroTurf field.

The story began in 2008, when Unicorn Stadium received a new artificial turf field from another large synthetic turf manufacturer. That playing surface failed prematurely, and New Braunfels ISD was forced to take legal action due to warranty issues that weren’t resolved professionally. In need of a new and reliable playing field for the stadium, the school district opened up a competitive bid which used a scorecard format to evaluate durability, safety and quality, as well as price. When the bidding process was concluded, the AstroTurf/AstroBuilders team had the highest rated proposal and was awarded the job.

*“We conducted a thorough evaluation of the different turf manufacturers as part of this process,”* said Jim Streety, Athletic Director for New Braunfels ISD. *“We chose AstroTurf because their product was highly rated, a great value, and because we knew from our research that they were a professional organization that would stand behind their product.”*

Unicorn Stadium is currently being resurfaced with the new AstroTurf 3D3 synthetic turf system. The field features a large unicorn as its center-field logo. The innovative design combines three separate fibers for exceptional performance. For long-lasting aesthetics, AstroTurf 3D3 uses the High Micron monofilament fiber, which measures 365 microns thick, helping it to resist wear and tear and stand upright over time. For durability, AstroTurf adds in slit film polyethylene fibers. The 3D3 system also features AstroTurf’s RootZone® technology, a proprietary infill stabilization system invented, patented and improved upon by AstroTurf. This sub-layer of texturized fibers holds the infill in place, preventing compaction, splash, and migration. The result is a clean, consistent playing surface, which has garnered rave reviews for its performance, durability and safety.

The new field for Unicorn Stadium is another win for Jim Streety, one of the living legends of Texas High School Football. Streety is the 4<sup>th</sup> all-time winningest coach in Texas history, racking up 343 victories



during his tenures at New Braunfels High School and San Antonio Madison. The Texas High School Football Hall of Fame inductee returned to New Braunfels as Athletic Director in 2014.

AstroBuilders, a Certified AstroTurf Installer, won the bid and is handling installation of the new AstroTurf surface at Unicorn Stadium. The field is currently being installed and is on track for completion over the next couple of weeks (weather permitting).

### About AstroTurf

For athletes and sport enthusiasts, AstroTurf has redefined the way the game is played. The company offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry's most experienced team of turf professionals. A growing number of high schools, colleges, professional sports teams and municipalities continue to select AstroTurf-branded products for their premium quality, technical superiority, and safety. To learn more, visit [www.astroturf.com](http://www.astroturf.com).

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