



Kerrville Christmas Lighting Corporation
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Kerrville Christmas Lighting Corporation Expands Merry on the Square, Launches Christmas in July Campaign

The organization also celebrates the return of Tranquility Island lighting and plans to expand the holiday display for the 2026 Christmas season.

July 7, 2026—The Kerrville Christmas Lighting Corporation (KCLC) is celebrating Christmas in July with special savings for vendors, new sponsorship opportunities, and exciting updates to Kerrville's holiday traditions.

Following the success of last year's inaugural Merry on the Square, KCLC is expanding the event by increasing vendor space around the Kerr County Courthouse, allowing even more local businesses and artisans to participate in this year's holiday celebration. The Second Annual Merry on the Square will take place on Saturday, November 21, beginning at 4 p.m., and continue through the Annual Holiday Lighted Parade and Courthouse Lighting Ceremony.

Visitors can enjoy an expanded holiday marketplace featuring local shopping vendors, food trucks, live entertainment, children's Christmas crafts, meet-and-greets with beloved holiday characters, and festive surprises before and after the parade, creating an unforgettable holiday experience for families.

As part of its Christmas in July Campaign, KCLC is offering vendors \$25 off their Merry on the Square application fee when they register by July 31. The organization is also seeking community sponsors to help support Merry on the Square and continue enhancing Kerrville's beloved holiday traditions.

"The excitement surrounding Merry on the Square exceeded our expectations last year, and we're thrilled to expand the event in 2026," said George Eychner, president of the Kerrville Christmas Lighting Corporation. "Christmas in July is a fun way to kick off preparations for the holiday season while inviting vendors and sponsors to join us as we continue creating an unforgettable holiday experience for our community."

The Christmas in July campaign also comes on the heels of another exciting milestone for KCLC—the successful restoration of the decorative lighting on Tranquility Island following damage caused by the July 4, 2025, Hill Country flood. Working in partnership with the City of Kerrville and with support from the Community Foundation of the Texas Hill Country, KCLC restored the island's lighting in time for America's 250th celebration. Four of the island's trees are illuminated in green in remembrance of last year's tragic flood, while eight trees shine in



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patriotic red, white, and blue to commemorate America's 250th anniversary. The display will be visible after dark throughout the month of July. Looking ahead to the holidays, KCLC plans to expand the Tranquility Island holiday lighting display for the 2026 Christmas season.

"The restoration of Tranquility Island is a wonderful example of what our community can accomplish together," Eychner said. "This display honors both our nation's history and our community's resilience. As we look ahead to Christmas, we're excited to continue expanding the experiences that bring families together and make Kerrville shine."

With preparations for the holiday season already underway, KCLC will also launch its annual Courthouse Lighting Campaign this fall to help sustain the professional lighting display that transforms the Kerr County Courthouse each Christmas.

Since its revitalization in 2020, KCLC has led numerous community enhancement projects, including professional lighting at the Kerr County Courthouse, the installation of 140 illuminated holiday street ornaments throughout Kerrville, the community's iconic 50-foot Christmas tree, Tranquility Island lighting, and Merry on the Square.

Vendor applications, sponsorship opportunities, and additional event information are available at www.kerrvillechristmaslighting.com.

For vendor inquiries, please contact Arlette Gallego at **210.601.6747**.

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About KCLC

The Kerrville Christmas Lighting Corporation is a 501(c)(3) nonprofit organization with a committed board of business and community leaders who are working to enhance the spirit of Christmas throughout Kerrville.



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Photo cutline #1: *On July 7, 2026, members of the Kerrville Christmas Lighting Corporation (KCLC) Board of Directors gathered on the Kerr County Courthouse lawn to kick off the organization's Christmas in July Campaign. The campaign promotes expanded vendor opportunities for the Second Annual Merry on the Square, sponsorship opportunities, and KCLC's ongoing efforts to enhance Kerrville's holiday traditions.*

Pictured (left to right): Madysen McDonald, Allison Bueche, Arlette Gallego, McKenzie White, Kinslee Owens, Sergio Marquez-Lopez, Charlie McIlvain, George Eychner, Pete Calderon, Jeannie Wanhainen, Mindy Wendele, and Rose Bradshaw. Not pictured: Dr. Bill Rector, Justin Foster, and board liaisons Julie Davis, Hannah Cox, and Jay Brimhall.