



**FOR IMMEDIATE RELEASE**

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## Cola Blanca Ushers in Upcoming Hunting Season with Marquee Event

The Laredo Chamber of Commerce's Cola Blanca Big Buck Contest Committee is proud to welcome in the 2007-2008 hunting season with their 21st Annual Paul Young's Family Chevrolet Welcome Hunters Party.

This year's Cola Blanca Welcome Hunters Party will take place on Thursday, September 20, 2007 from 7:00 PM – 11:00 PM at the Laredo Civic Center Ballroom. Entry is free with your 2007-2008 Cola Blanca registration or just \$25 at the door.

The Paul Young's Family Chevrolet Welcome Hunter Party offers free food, drinks, door prizes, raffles, live auctions and many exhibitors for the crowd to enjoy. Cola Blanca not only ushers in the new hunting season with this event, but also takes the time to recognize our valued sponsors and supporters.

The Cola Blanca Big Buck Contest itself offers its registrants many benefits for registering. The contest registration not only enables you to compete for over \$80,000 in prizes with more than 50 categories to place in, you also will have full entry to both the Welcome Hunters Party on Thursday, September 20, 2007 and the Awards Banquet next fall

For the past 20 years, the Cola Blanca Big Buck Contest has marketed Laredo as the best destination for hunting in all of Texas. In doing this, the Cola Blanca Contest has grown to become one of the best known in Texas bringing notoriety not only to itself but to Webb County. The names of famous individuals adorn its hall of records -- e.g., Norma Strait (wife of famous Country crooner George Strait), Bobby Pulido and Ricky Munoz (Tejano singers) and Andy Pettitte (New York Yankee pitcher). What was once a small contest with a scattering of sponsorships has now become a major undertaking with name brand sponsors -- Texas Parks & Wildlife, in fact, partnered with Cola Blanca for a number of years recently to host its annual Texas Big Game Awards.

The Cola Blanca Big Buck Contest invites everyone to join us on Thursday, September 20, 2007 from 7:00 PM – 11:00 PM at the Laredo Civic Center Ballroom.

For more information, please call the Laredo Chamber of Commerce (956) 722-9895.

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