

Stoke Factory / Texas Ski Ranch Team Up to Bring Surfing to New Braunfels, Texas

Get Stoked in Texas



New Braunfels, Texas Jan 13, 2026 (Issuewire.com) - Stoke Factory and Texas Ski Ranch (TSR) are thrilled to announce that a state-of-the-art Surf Pool by Stoke Factory will be making waves at TSR in 2025!

'We couldn't be more fired up about launching our first location,' says Jim Habig, CEO and Co-founder of Stoke Factory. Surfing is coming to New Braunfels!' We will also be taking the reins of the legendary TSR Cable Wake Park and recently added Aqua Park. Additionally, we will be adding multiple new attractions, including hospitality, more concerts, festivals, culinary options, and surprises!"

'Partnering with Paul and Max Bialick, who bring over two decades of success and expertise, is a game-changer. This is a huge win for us—and for New Braunfels!'

The action kicks off in March 2025 with the opening of the Aqua Park and Cable Wake Park, in conjunction with the Freeze Ride and Ring of Fire Chili Cook Off—the Ultimate Stoke Fest!

Stoke Factory's mission is clear: to spread the joy and thrill of watersports to communities around the world. With its deep-rooted love for adventure and community, New Braunfels is the ideal launchpad.

At the Stoke Factory at TSR, guests of all ages can look forward to:

- Surfing a real wave!
- Wakeboarding
- Group Parties
- Surf & Wakeboarding Lessons
- Summer Camps
- Concerts & Festivals
- Special Events
- Endless Fun on the Water

Max Bialick, co-founder of TSR's Loki's Axe Haus, expressed his excitement: "Teaming up with the Stokers is the perfect fit for TSR! Their unmatched passion for water sports and creating unforgettable experiences makes this partnership truly exciting. Bringing surf culture to Central Texas through the Stoke Factory is not just a win for TSR—it's an amazing boost for the entire community!"

Tony Finn, Stoke Factory co-founder and legendary watersports innovator, couldn't hold back his enthusiasm: "I'm super duper stoked! TSR is about to become the ultimate watersports destination—This place is going to be amazing!"

About Stoke Factory, LLC

Stoke Factory is dedicated to spreading the stoke of surfing and watersports in general through innovative, community-driven experiences. Whether it's surfing, wakeboarding, or outdoor fun, Stoke Factory is committed to creating opportunities for adventure and excitement for everyone.

About Texas Ski Ranch

The Texas Ski Ranch has established itself as a premier destination for water sports and outdoor recreation since its inception over 22 years ago. Originally designed as a wakeboarding haven, it quickly grew into a 70-acre action-sports playground offering wakeboarding, cable skiing, and more. The Texas Ski Ranch isn't just a

place to visit—it's an adrenaline-filled hub for adventure and fun, celebrated by locals and tourists alike for its energy, inclusivity, and sheer awesomeness.



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