Subj: Hips don't lie at Lagoonfest Texas!

Hello {{First name}}

Stop by our family fiesta here at Lagoon Fest Texas on September 4 at 6:00 pm! Now when you purchase a ticket to Lagoonfest not only will you get the fun-filled experience that we offer, you can also be a part of our Latin-combined celebration! We will be celebrating Shakira with an amazing tribute band. What better way to eat, drink, swim, and shake your body to the rhythm?! Join our celebration and have the night of your life!

Sincerely, Trey