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**FOR IMMEDIATE RELEASE**

## ***Mark Your Calendars: Spring Break Jam Returns to South Padre Island***

**SOUTH PADRE ISLAND, Texas, February 18, 2025** – South Padre Island is revving up for the return of Spring Break Jam, taking place February 28 - March 2, 2025, at the South Padre Island Convention Center. As the ultimate custom truck, car, and audio event, Spring Break Jam draws vehicle enthusiasts nationwide to showcase their rides, compete, and celebrate automotive culture.

“We’re thrilled to welcome Spring Break Jam back to South Padre Island in 2025,” said Blake Henry, Visit South Padre Island Executive Director. “This event showcases incredible vehicles and entertainment. We look forward to hosting car and truck enthusiasts from all over for an unforgettable weekend.”

This high-energy event welcomes all years, makes, and models—whether it’s a truck, car, or motorcycle - if it has wheels, it can be registered! Attendees will experience competitions, including the fan-favorite hydraulic and burn-out contest and live entertainment featuring performances by local artists and DJs. Beyond the roar of engines, guests can explore a variety of food trucks, vendors, and activities, such as interactive games and an art station. This year’s event will also feature a Tattoo Expo, giving attendees the opportunity to get inked by some of Texas’ finest tattoo artists. Entry to the expo is included with a spectator ticket or vehicle registration.

To learn more, purchase tickets, or register, visit [www.heatwaveshow.com/tour-shows/sbj](http://www.heatwaveshow.com/tour-shows/sbj). For more information on South Padre Island, head to [www.visitsouthpadreisland.com](http://www.visitsouthpadreisland.com)



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### *About South Padre Island*

*With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Calm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit [www.visitsouthpadreisland.com](http://www.visitsouthpadreisland.com).*

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