

NEWS RELEASE

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Water Tower Light Display Dazzles Drivers, Residents ***Colorful Lights Offer Variety of Festive Options***

SEGUIN, Texas – Once the sun sets, it’s hard to miss the dazzling light display just north Interstate 10 on State Highway 123. That’s exactly the point behind the colorful illumination of Seguin’s new elevated water storage tank.

“Aside from this being a neat and unique feature, it’s literally a beacon of light folks can see for miles as they drive into Seguin,” Public Information Officer Scott Packard said. “Hopefully drivers who are simply passing through town will see the beautiful display and stop at one of our stores or restaurants. Maybe it’ll spark enough interest for folks to research what our city has to offer and plan a future visit.”

The LED lighting system consist of several lights mounted to locations near the tank. The system is controlled by computer and offers a variety of automated light displays that can be changed remotely. The preset displays include the school colors of Seguin and Navarro Independent School Districts.

“We have several great options for lighting the tank,” Director of Water/Wastewater Emery Gallagher said. “Some of the choices include include red, white and blue for patriotic holidays, red for Valentine’s Day and pink for Breast Cancer Awareness Month. On days of Matador or Panther games, we can put up the school colors.”

The new one million gallon tank went into service in early December and replaced a much smaller, decades-old version. The increased capacity will serve growth on the city’s north side.

The project was funded from a \$1.18 million grant from the United States Department of Commerce Economic Development Administration, \$880,000 from the Seguin Economic Development Corporation and \$963,742 from the City of Seguin.

The exhaustive grant selection process determined that the project will help business expansion in Seguin. The new water tower will help create and retain jobs in the community, as well as help Seguin compete regionally, nationally and globally.

“It looks great but the most important part of the new tower is the water it generates, Director of Economic Development Terry Trevino said. “It will help facilitate the growth of existing businesses in the area, as well future growth.”

The light system will be tweaked over the coming weeks to ensure the entire tank is properly covered by light. The tank has been painted white and will remain that way as the city undergoes a branding initiative. Once a new city logo and/or slogan is developed and approved by City Council, it will be incorporated on the tank. The branding project is anticipated to begin within the next few weeks.



About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational and employment opportunities. Seguin’s robust diversified economy features a steelmaker, a manufacturer of automotive parts, an engine manufacture and plants making roadside mowing equipment and building materials. In 2014, Seguin was proud to be selected by Siro Group USA as the future home of the company’s North American manufacturing facility.