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FOR IMMEDIATE RELEASE
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City of Cayce Water Tank Wins International People's Choice Award

CAYCE, SC: The [City of Cayce's](#) new water tank has been selected for the People's Choice Award in the [Tnemec Tank of the Year](#) contest.

Out of 270 entries across the United States and Canada, the Cayce tank received more than 7,600 votes - the highest number of votes in the history of this annual contest. At just a few months old, the Cayce water tank is part of a much bigger upgrade to the Cayce water system that is underway.

As the People's Choice Award winner, the City of Cayce water tank will be in the running for the 2019 Tank of the Year competition and will be featured on the 2019 calendar.

The new tank holds one million gallons of water, stands 144 feet tall, and took approximately 18 months to complete. The tank was designed by [American Engineering Consultants](#) (AEC), a local firm that has designed tanks and other water and waste water infrastructures for municipalities across the region.

City of Cayce Mayor, [Elise Partin](#), credits the [2017 Community Branding Campaign](#) for the unique look and bold presence of this impressive part of Cayce's infrastructure. "In 2017, Cayce embarked on a one-of-a-kind Community Branding Campaign. Our City is blossoming with creativity and we wanted everyone to provide their input for our branding campaign. We narrowed down all of the amazing ideas from our citizens and businesses and came up with 17 potential tag lines for our new logo. It was important to capture all that Cayce has to offer; yet, still emphasize the hometown feeling of our community."

Creative efforts from a collaborative team from the Cayce community helped see the project to fruition. Ashley Hunter, CEO of [MPA Strategies](#), served as the public relations coordinator of the Campaign. Joe Long with [Black Barn Brand Design](#) designed the innovative new logo appearing on the tank. [Flock & Rally](#) Co-Founding Partner, Tracie Broom, and Alana Jordan

of [Big Eyed Bird](#), served as an advisors for the City's branding project. Tia Williams Nelson, Founder and CEO of Midlands Anchor, oversaw community marketing. Will Bryan, the Creative Director of [Will Bryan Designs](#) created the community branding video and incorporated photos from [Charles Hite](#), a local photographer.

For nearly a century, [Tnemec Company, Inc.](#) has been a leading manufacturer of coatings and coating systems for exterior and interior environments including municipal water tanks. In 2006, Tnemec celebrated the innovative and creative uses of its coatings on water tanks with the annual "Tank of the Year" contest. Each year, hundreds of tanks of all varieties from across the United States and Canada are narrowed down to determine the most impressive projects in the water tank industry.

For more information, please visit www.caycesc.gov. You can also follow the City of Cayce on [Facebook](#), [Twitter](#) and [Instagram](#).