



PRESS RELEASE
FOR IMMEDIATE RELEASE

**CITY OF SENECA UNVEILS PLANS AND LOGO
FOR SENECA'S 150th BIRTHDAY CELEBRATION**

1873 - 2023

SENECA, SC October 11, 2022 – City of Seneca officials unveiled plans at its regularly scheduled city council meeting Tuesday night for Seneca's year-long celebration of its 150th birthday, along with newly-designed sesquicentennial logos. The new logos will be used by the City during 2023 and pay tribute to the City's rich history as a railroad town located strategically at the edge of the Blue Ridge Mountains.

Founded in 1873, the city of Seneca will be celebrating its 150th birthday in 2023 with a year-long medley of events beginning in January. ***Specific details are not yet available, but the list of events include:***

Mayoral Proclamation; Restaurant Week with 150th birthday theme; Black History Luncheon; Race for the Green with special sesquicentennial-themed medals and attire; Jazz on the Alley and Cruzin' On Main will honor the City's birthday with various themes; Picnic in the Park, an old fashioned event with a view to the future; Juneteenth celebration will join in Seneca's birthday celebration; July 4th celebration Special 150 Edition; Founders Day Party in downtown Seneca; Halloween on the Green with a spooky nod to Seneca past; Veteran's Day to honor Seneca's past and present veterans; and, ending with Seneca's Christmas Celebration with special parade theme and other events aimed at honoring Seneca's roots. Plans for sesquicentennial-themed merchandise are underway as well.

More details on these events will be released at a later date, but City officials hope Seneca's residents, businesses and civic clubs will all join in the birthday celebration with their own events, promotions, and celebrations. The City's plan is to have something for everyone as this milestone birthday is celebrated throughout the city.

#####MORE#####

BACKGROUND INFORMATION:

According to early historians, the construction of the Atlanta and Richmond Air Line Railway was the first "boost" to what we know as Seneca, South Carolina. The land that was "bargained, sold, and conveyed to" the Atlanta and Richmond Air Line Railway Company and its successors lay 100 feet in width on each side of the track of railroad, measuring from the center of any portion of the lot of land. The property would allow an intersection of the Blue Ridge Railroad and the Atlanta and Richmond Air Line Railway at the point where the city of Seneca now stands. It is believed that the first passenger train ran through Seneca on or within a few days of September 28, 1873.

The city was chartered in 1873 and incorporated on March 14, 1874, as Seneca City, a name derived from the 1700's village, Esseneca, inhabited by the indigenous Cherokee people and located on the banks of the nearby Seneca River. Then in 1906 or 1908 under a new charter granted by the Secretary of State, the "City" was dropped from the name, and it became the present-day Seneca, South Carolina.

From the inception of the city, Seneca was established as a diverse community atypical of rural life in the Deep South. On August 14, 1873, at the first land auction, the first lot was sold to a "by-bidder" and the second lot was sold to John M. Dumas who had moved to the area from Rome, Georgia. Of the sixteen lots sold on that day, two were purchased by African Americans. Land purchasers included M.W. Coleman, Elisa and Willis Jenkins, Ben Lowery, J.W. Livingston, David Singleton, Alf W. Thompson, and others.

Seneca is located in the state's most northwestern county of Oconee in South Carolina. It is the largest city in the county and lies on the edge of the Blue Ridge Mountain segment of the Appalachian Mountains. At its highest peak, the city's elevation is 967 feet above sea level.

Seneca became a lake resort area because of the construction of three major dam projects on the Keowee, Tugaloo, and other local rivers. Three lakes (Lake Hartwell, 1963, Lake Keowee, 1971, and Lake Jocassee, 1974) now support public utilities, lake recreation, lakefront residency, and water supply (Lake Keowee) to the city.

#####MORE#####

Seneca's downtown Historic District is listed on the National Register of Historic Places. The American Industrial Architecture of many of the buildings has been preserved to add to the warm, friendly atmosphere and charm of this rural mountain, micropolitan city. The city will be proudly celebrating its Sesquicentennial in 2023 throughout the entire year.

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For more information: contact any City of Seneca Sesquicentennial Committee Member

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