



C A N T O N

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'RICH HISTORY. BRIGHT FUTURE.' CAPTURES CANTON'S ADVANTAGES

From cotton center of Madison County to auto center of the world, Canton is advertising its assets through a new theme introduced today by Mayor Fred Esco.

"Rich History, Bright Future" is the slogan that will begin appearing on everything from banners to business cards and other city materials. A committee of community leaders adopted the theme as part of Canton's overall effort to make the most of opportunities presented with the arrival of Nissan, according to the committee chair John Wallace, general manager of Canton Municipal Utilities.

In announcing the theme, Mayor Esco noted the changes that are taking place in Canton and signal its bright future. "Look at the entrance to our city," he said, referring to new lighting and landscaping that transformed the appearance of Highway 22. "It's changed. It's better."

"Search us out on the worldwide web and see Canton, site of the world's largest auto manufacturing plant. It's who we are today."

The slogan is a rallying cry for those who have lived and worked in Canton "because we choose to be here," he said. "It captures the best of what Canton has been and can be."

Canton's rich history includes its families who have remained for generations; multiculturalism, showcased in its museum commemorating contributions of African Americans to the community, and commerce milestones as a major cotton market, lumber mill town and railroad center.

Historic architecture, including the Courthouse built in 1857 and numerous other homes and buildings, contribute to Canton's richness and translate to tourism dollars.

"Rich also means fertile, with the potential to be very productive. This is where Canton stands today," the mayor said.

"Bright Future" describes Canton as it anticipates being able to afford needed improvements that will boost quality of life. "With a base of industry to build on, Nissan helps Canton achieve the critical mass to see the things we have wished for start to happen," Esco said.

The mayor noted that in 1962, Canton leaders announced a theme, "Hats off to the past; coats off to the future." "Now, more than ever, we have work to do to make our good fortune," he said, encouraging a citywide effort to "clean up, fix up, keep up and talk up."

"From where I stand, with the community pulling together as it never has before, 'bright' says it best."

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