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## MAIN STREET ALABAMA LAUNCHES NEW SWEET HOME TOWNS PODCAST

**Birmingham, Ala. (Jan. 26, 2026)** —Get ready to take a deep dive into Main Street with the launch of "Sweet Home Towns Podcast," a new podcast hosted by Main Street Alabama, which celebrates the heart and soul of our state's downtowns. The series recently premiered and highlights the important work of downtown revitalization with compelling interviews featuring Main Street legends—like the most recent episode with Kathy LaPlante—as well as insights from local directors across the state, including Jasper Main Street's Michael Putnam.

President and State Coordinator Mary Helmer Wirth hosts guests and offers fresh perspectives and real stories of the people behind the transformations, such as volunteers and the grass roots initiatives moving the revitalization of Alabama's designated communities forward. With new episodes released biweekly, listeners can expect unique content about how Main Street makes its mark.

With nearly three decades of Main Street experience, Wirth puts her knowledge base on display as she interviews guests and peels back the curtain on what truly drives the change and success of some of the state's most celebrated historic districts.

"Whether you're a local leader, small business owner, or simply someone who loves small town charm, Sweet Home Towns will leave you proud to call Alabama home," she explains.

The podcast is currently available on most podcast platforms like Apple Podcasts, Spotify, Google Podcasts, and YouTube.

*Main Street Alabama is a non-profit organization which stresses public-private partnerships, broad community engagement, and strategies that create jobs, spark new investment, attract visitors, and spur growth in core commercial districts. Main Street builds on the authentic history, culture, and attributes of specific places, to bring sustainable change.*