

We Are Main Street

CELEBRATING 40 YEARS OF THE MAIN STREET MOVEMENT

AT ITS CORE, THE MAIN STREET MOVEMENT HAS ALWAYS BEEN ABOUT THE PEOPLE THAT MAKE GREAT PLACES HAPPEN. Dedicated volunteers, enterprising small business owners, engaged residents, tenacious Main Street directors—it takes a village to make a successful Main Street.

To recognize everyone that has been a part of this transformative movement, join us for a year-long celebration called **We Are Main Street** showcasing the people who make Main Streets shine. Simply share your photos and stories of your Main Street changemakers using **#WeAreMainStreet** to add your voice to the national dialogue about the power of community-led economic development. You can download customizable materials at mainstreet.org/wearemainstreet to make it even easier spread the word about the incredible people who make your Main Street thrive.

GET STARTED TODAY!

Describe what Main Street means to you on the back of this postcard, pose with it in a photo, and share via social media with the hashtag #WeAreMainStreet. Stay tuned to Main Street America's social media channels as we spotlight some of our favorites!

AMBER ROJAS-VARONA Main Street Director, City of Tyler, Texas



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MAIN STREET IS...

#WEAREMAINSTREET