**Dear xxxx,**

**A new book authored by the founder of the Main Street movement, Mary Means, is now available!**

[***Main Street’s Comeback and How It Can Come Back Again***](http://marymeans.com/new-book/)recounts the origins of the Four Point Main Street Approach in the 1970s, chronicles its growth into a nationwide movement, and describes why its principles and practices continue to be relevant today. Perhaps most importantly, the book brings the stories of the people and places across the nationwide network to life and lays out the case of how and why Main Street organizations like ours will be essential to the nation’s recovery from the COVID pandemic.

Mary’s book couldn’t be more well-timed as we and other Main Street communities are called to take new approaches to meet tough challenges. I hope you’ll take the time to read it and learn more about the incredible impact and power of the Main Street movement over the past 40 years.

*Main Street’s Comeback* is currently available via [Book Baby](https://store.bookbaby.com/book/main-streets-comeback), [Bookshop.org](https://bookshop.org/books/main-street-s-comeback-and-how-it-can-come-back-again/9781098341657), and [Amazon](https://amzn.to/2MJNwyH). Optional: I will also be encouraging bookstores in our community to stock the book and hope to host a virtual book event soon—I will keep you posted!

Thanks,

Your Name