



FOR IMMEDIATE ATTENTION

MARTIN HOUSTON ANNOUNCES ENTRY INTO TUSCALOOSA MAYORAL RACE

Tuscaloosa businessman and pastor Martin Houston announced his entry into the Tuscaloosa Mayoral race on Thursday at the Houston for Tuscaloosa Campaign Headquarters.

Houston was introduced by former Alabama Head Coach Gene Stallings, who was Houston's coach for the 1992 Championship season.

Speaking to a small group of supporters and media at the live streamed event, Houston laid out his vision of making Tuscaloosa a truly great city through transparency, inclusion, diversity and economic growth.

"I first knew that Tuscaloosa was an extremely special place during an official college visit to Alabama in 1988," Houston said. "What I thought was just a four-year decision to play football turned into something much more. Tuscaloosa is where I married my childhood sweetheart, raised our children, and found my purpose. For 32 years, I've been blessed to have the opportunity to serve as a businessman, a pastor, a volunteer, and a coach here.

"We all know the potential that our city has. It's time to raise the bar and take Tuscaloosa from being just a good city to a great one.

"I know that many of you feel disrespected, disconnected, and disenfranchised. I want everyone to know that I hear you. Everyone in Tuscaloosa deserves a place where they can be heard. When I'm your mayor, everyone will have that place—that seat at the table.

"Tuscaloosa needs a candidate who is of the people, by the people, and for the people. I am running so I can make Tuscaloosa a better place for everyone to live, work, play and worship.

"Today marks the beginning of a new relationship between the people of Tuscaloosa and City Hall. We can no longer have a divided Tuscaloosa. Our citizens shouldn't feel they have to move their families and businesses somewhere else to have the quality of life they deserve.

"We can and will do this with focused, determined efforts to be an economically sound City driven by innovation, diversity and inclusion at every level. Your voice matters and in the coming weeks, I look forward to earning your trust, your respect and your vote.

"That's why I'm running for Mayor. I'm running for you—to help build this city into a place where we can all reach our full potential, have great lives for ourselves and our families, and change Tuscaloosa from a good city to our great city."

At Alabama, Houston rushed for over 1000 yards and was on the 1989 and 1992 National Championship teams and received both the Sylvester Croom "Commitment to Excellence" and Charlie Compton Christian Leadership Awards. He was the Fellowship of Christian Athletes' "Christian Athlete of the Year" in 1992. Houston signed with the Pittsburgh Steelers in 1993 until a knee injury ended his NFL career. Houston is Senior Director of Membership Growth for Alabama One, serves as the Lead Pastor at Harvest Church in Tuscaloosa (Coker), AL, and hosts The Martin Houston Show on Tide 100.9. He is an internationally-recognized, faith-based, inspirational speaker and is the Chief Empowerment Officer/Lead Communicator for "The Empowerment Center."

Houston and his wife of 31 years, Cassandra have four children and three grandchildren.

For more information: HoustonForTuscaloosa.com or on Facebook @HoustonForTuscaloosa.

Event can be seen here: <https://youtu.be/f8swqD6iHpg>

###

Press Contact:
Jonathan Barbee
205.790.7700
jb@barbeemg.com