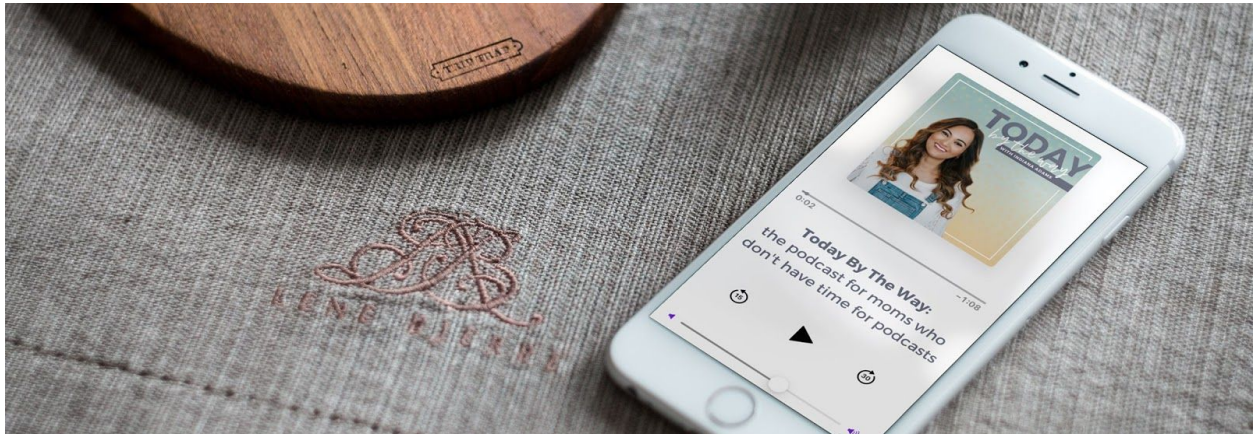


PRESS RELEASE

FOR IMMEDIATE
RELEASE



A Podcast For Moms Who Don't Have Time For Podcasts Introducing Today By The Way

May 2020 (Atlanta GA)— THIS PODCAST IS A MOM'S NEW BEST FRIEND

Hosted by Indiana Adams, once called “Miss Congeniality of the Internet”, *Today By The Way* is a new kind of podcast.

One morning, after her 20-minute commute to her kids’ school, Indiana stopped to search for a lighthearted podcast for moms that was less than 20 minutes for her drive home. When she didn’t find one, she called on her network of friends to help her dream up *Today By The Way*-- the podcast designed specifically for busy mothers.

Today By The Way is a quick chat with a fun friend who offers recommendations, encouragement, and community challenges. There’s no guest trying to sell a book or a celebrity promoting their new project. Indiana doesn’t preach at you, mom shame you, or use the show to sell you her expertise. Instead, this is a community-minded podcast that just so happens to be hosted by one person. Often featuring the voices of her listeners, *Today By The Way*’s mission is to offer a sense of camaraderie, confidence, and convenience to women everywhere. And it’s all done in about 15 minutes each Monday and Friday.

“I created *Today By The Way* because I wanted to explore what it would be like to eschew the round-table and guest-centric podcast format in lieu of trying something that feels more like a personal blog.” -Indiana Adams, host

“I love this podcast! It’s all my favorite things rolled up into a 20 minute or less show. Deals, tips, humor, and framed in a way that makes you feel like it was created for the listener’s enjoyment, and not to push an agenda or interview someone who just

published a book. It's perfect for my commute and Indiana brightens my day." -Jafaro via Apple Podcasts

"I love this new podcast. It really is like a quick chat with your internet bestie. And who doesn't love that ending? She's cheering for you. We need more cheerleaders in the world." -Sclubmama via Apple Podcasts

"I've really enjoyed this podcast. Short, sweet, funny and full of encouragement. Listening to Indiana is like chatting with a friend and I look forward to each new episode. I wish it were everyday!" -neonpstudent, via Apple Podcasts

About the show

Independently produced, hosted, and edited by the internet's bestie, Indiana Adams, Today By The Way is the short and sweet podcast for moms who don't have time for podcasts. On air since December 2, 2019, Today By The Way puts out new episodes every Monday and Friday. With over 100,000 downloads since its debut and landing in the top ten kids & family podcasts on Apple Podcasts on its premiere date, Today By The Way is poised to be every mom's new favorite podcast.

Contact

Indiana Adams, creator, host, producer, & editor

URL: TodayByTheWay.com

Press kit: TodayByTheWay.com/Media

Email: indiana@todaybytheway.com

Phone: +01 737.471.2745