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PRESS RELEASE

Motivational Press to publish *LOUD AND PROUD: A CHEERLEADERS GUIDE TO OWNING YOUR TRUTH, ACHIEVING YOUR DREAMS AND LANDING A FULFILLING LIFE AS A MODERN PARENT*, Written by Ally Loprete

FOR IMMEDIATE RELEASE (Carlsbad, CA - 04-16-2016) –Motivational Press today announced an agreement to publish **Loud and Proud: A cheerleaders guide to owning your truth, achieving your dreams and landing a fulfilling life as a modern parent written by Ally Loprete** , which offers readers the ability to tap into their highest human potential with strategies to awaken their inner spirit and enthusiasm for life, be in celebration of themselves regardless of defeat, and discover their ability to reach personal achievement.

Cheerleading is more than just rooting for the home team against the big bad rivals. It's a powerful metaphor for the kind of positive energy that creates miraculous and unexpected wins, lifts up one's spirits during times of struggle and doubt and the unwavering encouragement that keeps us ready to play and in the game no matter what the circumstance.

Ally Loprete's *Loud and Proud* shares deeply personal experiences and insight that are meaningful, relatable and easily applicable for anyone (especially parents) to create positive change, live life without apology, and create an authentic environment for themselves and their families. For release in Fall 2016.

Loud and Proud shares with readers an uplifting tale of one woman's path to inner spirit and exhilaration. As a young girl, Ally Loprete had dreams of fitting in, having a powerful voice and making a positive difference in the world. She believed in the unprecedented capacity for human potential and the unappreciated genius of those who lacked a megaphone or a spotlight. In high school, her conquest to be "popular" landed her a cheerleader's uniform, the vexing societal pressure to perform and behave in a certain way, and the ability to create authentic inspiration for the underdog. Twenty years later, she is still lifting others up, uniting the crowd in harmonious optimism, and destroying barriers that threaten the pursuit of excellence.

Loud and Proud is an honorable and brutally visible chronicle of a former cheerleader and current mom's perspective --written in a language that will especially resonate with today's modern parent -- unleashing the true grit of what it takes to reach ones highest potential and as well as the top of the pyramid.

Whether stuck in a circumstance, blocked from introspection or seeking deeper purpose, the author's truth is a call for inspired action and reverence of personal triumph.

It's a permission slip to courageously celebrate all of life's journeys, rebel against societal expectations, and discover the unabashed self truth that will lead to powerful personal transformations and spiritual enlightenment.

Motivational Press is excited to work with Ally Loprete. With lively encouragement, Ally examines how to:

- Awaken your very own personal cheerleader, capitalize on your inner resilience and enthusiasm, and lift your own spirits during times of struggle or uncertainty.
- Tap into your highest potential and achieve mind-blowing abundance, personal transformations and spiritual enlightenment.
- Move past limiting beliefs and break down unnecessary barriers to reveal your unrealized human potential.
- Discover the most effective way to problem solve, make tough decisions without hesitation, and rid yourself of doubt once and for all.
- Create a positive and enthusiastic environment for yourself and your children to flourish, regardless of any circumstance.

About The Author:

Self-made mom entrepreneur and parent enthusiast, Ally Loprete is nationally recognized as a vibrant and dynamic public speaker, radio personality and television host. She is the founder of OurMilkMoney.com, a nationwide online business directory of self-employed parents, the host of iHeart Radio's THIS LITTLE PARENT STAYED HOME where 6 million listeners tune in for resources and support, and the cohost of WAKE UP TV, a nationally televised broadcast for the new mainstream. In addition to inspiring a movement of work-at-home moms and dads who support each other with their own purchasing power, Ally has created an abundance of opportunity for parents who are seeking alternatives to expensive daycare and long hours away from home. Ally lives with her husband and their two sons in the northern suburbs of Los Angeles, in a home filled with lots of laughter. For more information, visit AllyLoprete.com and ThisLittleParent.com.

About Motivational Press:

Motivational Press is a global leader in the field of general interest publishing, dedicated to providing the best in nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Motivational Press is a broad-based publisher with strengths in business books, self-help books, health, wellness, sports, narrative nonfiction, reference, pop culture, design, and religious and spiritual books. Motivational Press is consistently at the forefront of innovation, using digital technology to create unique reading experiences and expand the reach of its authors. Its divisions include Motivational Press Adult Publishing, Motivational Press Children's Publishing, Motivational Press Audio, Motivational Press Digital and international companies in Australia, Canada, Germany, Brazil and the United Kingdom. For more information, visit www.MotivationalPress.com.