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## PRESS RELEASE

**Hometown resident returns to Phoenix for public readings/book signings of *YOU GOT THIS!: A former lifelong cheerleader's guide to owning your truth, creating a fulfilling life and reaching your highest potential as a modern mom***

**FOR IMMEDIATE RELEASE** (Los Angeles, CA) – Powerhouse Ally Loprete <http://ally-loprete.com> is going to cheerlead you to your next destination in life. \*Motivational Press <https://www.motivationalpress.com> has launched Ally's new book 'You Got This' on Amazon <https://www.amazon.com/gp/product/1628654309>. In *YOU GOT THIS!*, Ally shares deeply personal experiences and insight that are meaningful, relatable and easily applicable to create positive change, live life without apology, and create an authentic environment for themselves and their families.

Ally will be heading back to her home town where her cheerleading days first began at Shadow Mountain High School in Paradise Valley. There will be two book signing/readings by the author, available to the public the weekend of November 10-11. The first will be at \*The JFCS Center for Senior Enrichment at Palazzo on Friday morning. Next, on Saturday afternoon, there will be a Book Signing and Gala at The Law Offices of Davis Miles McGuire Gardner, PLLC with a special guest host appearance by Ms. Loprete's long time colleague Dawn Billings, the CEO and founder of The Heart Link Womens Network®.

Mrs. Loprete started out as an actor in Hollywood and had many jobs in the industry of television and film. After becoming a mother and realizing that the parent community needed more support and resources, she developed 'Our Milk Money' <http://ourmilk-money.com> for self-employed parents with a twist of giving back to their communities. Because of the success of the website, public speaking and appearances requests came in and she answered. To build on her brand, radio came calling and she launched 'This Little Parent Stayed Home' <http://thislittleparent.com> on iHeart Radio talking to over 6 million stay-at-home parents offering resources and support. Television has never left her and last season she joined the cast of 'Wake Up' <http://wakeuptv.com> as a morning show co-host in its second season on 'POPTV.' Wanting to expand on her ability to motivate the masses, she recently launched the broadcast 'Dramatic Impact with Ally' <http://www.dramaticimpactwithally.com> which is currently in its first season and also carried with iHeart Media. Your 'official' cheerleader is here. Mrs. Loprete is giving you a fresh perspective to celebrate life and all its journeys. 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.

Come meet the Author;

**When: Friday, November 10, 2017, 10:30am**  
Where: The JFCS Center for Senior Enrichment at Palazzo  
6250 N. 19th Ave  
Phoenix, AZ  
(602) 943-2198  
Tickets: Free and Open to Public

**When: Saturday, November 11, 2017, 2:00pm**  
Where: The Law Offices of Davis Miles McGuire Gardner, PLLC  
40 E. Rio Salado Parkway, Suite 425  
Tempe, AZ  
Tickets: Complimentary <https://you-got-this-book-launch.ticketleap.com/book-signing-and-gala-in-phoenix/>

\*If media RSVP to [PR@ourmilkmoney.com](mailto:PR@ourmilkmoney.com)

### **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](http://OurMilkMoney.com), a nationwide online business directory of self-employed parents, radio personality on iHeart Radio's THIS LITTLE PARENT STAYED HOME where 6 million listeners tune in for resources and support, co-host on WAKE UP, a nationally televised broadcast for the new mainstream, and host of DRAMATIC IMPACT WITH ALLY, an inspirational and informative live broadcast for those who are passionate about leadership, activism and making positive contributions to the world. Her first book was recently published: *YOU GOT THIS! A former lifelong cheerleader's guide to owning your truth, creating a fulfilling life and reaching your highest potential as a modern mom*. In addition to advocating for the nation's parents, Ally is a public speaker dedicated to advancing women's leadership worldwide. She is a member of the PFLAG Speaker's Bureau where she educates and advocates for LGBTQ. 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](http://AllyLoprete.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.Motivational-Press.com](http://www.Motivational-Press.com).

**About The JFCS Center for Senior Enrichment at Palazzo:**

Jewish Family & Children's Service (JFCS) is a nonprofit, non-sectarian organization that strengthens the community by providing quality behavioral health and social services to children, families and adults of all ages, in accordance with a Jewish value system that cares for all humanity. The JFCS Center for Senior Enrichment at Palazzo is the only Jewish senior center in the Phoenix area. Everyone is welcome! The Center offers education, health and wellness programs, holiday programs, nutritious lunches, exercise, entertainment, and a wide variety of ever-changing activities.

**About Davis Miles McGuire Gardner:**

In a little over a decade, Davis Miles McGuire Gardner, PLLC, has become a fixture in the Arizona legal community, earning a reputation for its practical solutions and meaningful relationships. With 50+ years of combined legal experience, the new Firm quickly gained a reputation for legal excellence. As a leading law firm in Arizona and New Mexico, Davis Miles McGuire Gardner, PLLC employs some of the finest attorneys, paralegals, and support staff in the region. With more than 60 attorneys, Davis Miles McGuire Gardner, PLLC, offers comprehensive expertise to consumers and businesses alike. The firm's clientele ranges from individuals and families, to growing businesses and Fortune 500 companies; and the firm is constantly striving to provide the best service possible.