

A journey of reinvention, purpose and empowerment

What happens when a woman decides to step away from what no longer serves her and rediscover who she truly is ?

Lala MUSIC MEDIA:

THE POWER OF REINVENTION

Featured Guest
LALA

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In The Limelight with
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Featuring Guest Lala:
the story behind Becoming
Lala Music Media:

**ONE-WOMAN JOURNEY OF SELF-
DISCOVERY & EMPOWERMENT**

Host



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Atlanta, Georgia Sep 10, 2026 ([IssueWire.com](https://www.IssueWire.com)) - For Lala Madness, the answer became a journey of self-discovery, reinvention and empowerment.

Born and raised in Oakland, California, Lala relocated to the Atlanta area in the early 2000s. With a natural connection to music that began during her childhood and six years of playing concert piano, she developed an ear and passion that would eventually become part of her professional identity.

In 2012, Lala Madness was born, along with That's Madness Radio. She began building her presence through interviews, podcasting, event coverage, artist support, open-mic judging and blogging—establishing herself in the entertainment industry before social media and vlogging became what they are today.

But Lala's journey wasn't simply about building a brand. It was about discovering herself.

At one point, she made the bold decision to step back, drop her following to just 100 people, change her name and logo, and start again as Lala News. Rather than relying on recognition or numbers, she challenged herself to rebuild from the ground up.

That decision became a social experiment—and ultimately a powerful lesson in resilience, authenticity and self-belief.

She rebuilt her audience to more than 2,700 followers, created new relationships, expanded her industry connections and emerged once again as a recognizable personality within the entertainment community.

Today, Lala Music Media represents the next chapter.

Her evolution reflects the power of being willing to reinvent yourself without losing the experiences that made you who you are. From music industry consulting and artist promotion to media, interviews, podcasting and entertainment, Lala continues to create her own lane.

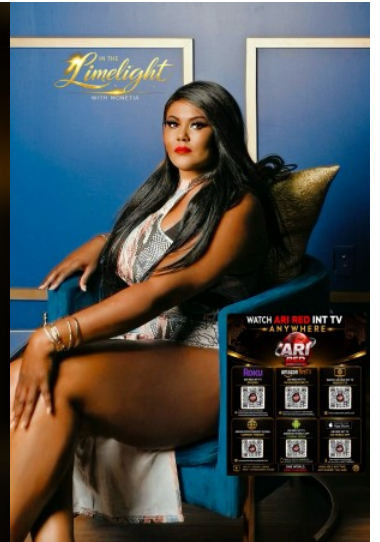
Her story is not simply about becoming Lala News or Lala Music Media.

It is about becoming Lala.

A woman willing to start over, find her voice, trust her experience and continue moving forward.

This is her one-woman journey of self-discovery, reinvention and empowerment.

Listen to her journey on In The Limelight with monetia streaming on ARI RED INT TV TODAY.
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INFO@inthelimelightwithmonetia.com



Media Contact

In The Limelight with Monetia

*****@gmail.com

4708733800

8735 Dunwoody place ste 4801

<http://inthelimelightwithmonetia.com>

Source : Lala Madness News

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