

# LRY Media Group Creating Unforgettable Experiences

by Kelli Pogue

“I always knew I would be a CEO. I just didn’t know it would be in the event production business,” said Rashada LeRoy, CEO of LRY Media Group, an event planning and media company she founded in 2017.

“I come from the LeRoy bloodline,” she said proudly. Her grandfather Walter LeRoy founded *The New American Press* and Capital City News; her great uncle Admiral L. LeRoy, Jr. founded *Out Front Magazine* and her mother Angelena (LeRoy) Wheat founded *The Wiregrass Times*, the first Black female-owned publication in Dothan, Alabama.

Watching them start and grow businesses, while pulling other family members into the fold, planted entrepreneurial seeds from an early age. “My family inspires me,” said LeRoy. “My mom is really my No. 1 inspiration. She was a single mother with two children living in the projects, but she had the foresight to propel herself out of certain situations into being successful,” she shared of her mother’s will and determination.

Summing up her inspirations, LeRoy definitively concludes, “Black women period. Anytime I see Black women doing their thing - no matter what it is, no matter what age they are and regardless of the circumstances they come from - finding the strength to say ‘I’m going to do something special in my life and with my life is an inspiration as well.’”

In her 20s, LeRoy founded her own publication, *UPGRADE Magazine*, highlighting fashion and lifestyle. “In order to promote, we would plan events,” she explained. Planning pop-ups and red-carpet affairs for the release of new magazine issues, she discovered her knack.



Rashada LeRoy  
(Photo by Katherine LeRoy)

Soon after, LeRoy entered corporate America, accepting a position with Alabama Power organizing community and civic events, becoming further “rooted” in event production. After six years of growth and experience, she transitioned out and began developing her own event production business.

Today, LRY Media Group plans unique events for corporate and non-profit clients including Coca-Cola, ESPN’s The Undeclared and YWCA of Central Alabama. Moreover, LRY has planned jazz festivals and VIP experiences around the United States.

“Our business is based on strategy,” LeRoy explained. “We provide an experience for our client. From beginning to end, we make sure not only our client and guest have a great time, but that the event fits within our client’s strategy.”

“When people think of event planning, they think of a party, and it’s not,” she said. “At the end of the day, it’s what does our client want to achieve and how do we use events as their overall growth strategy?”

LeRoy’s short and long-term goals include continued growth and expansion. “In the next year, we want to continue to grow the base of business we have, making our current offering one of the strongest in the nation.” Though LRY’s epicenter has primarily been Birmingham, Alabama, the group creates events throughout the United States.

“We are in the process of determining how to expand and continue to get LRY brand out, so people understand no matter where you are, we can provide you with those great experiences.”

Beyond personal business goals, LeRoy is a champion of



Rashada LeRoy  
(Photo by Sharifa Wip)

Black women and entrepreneurs. “My cause is making sure we succeed in this world of entrepreneurship, creating Black women CEOs, millionaires and a life cycle where we reach back bringing other Black women into the fold,” said LeRoy.

“My calling is working with women across the world to plan and create successful businesses around their passion to generate wealth that can be passed down

to their children from generation to generation.”

Thoughts of the future, the next generation, continue as LeRoy considers her words of wisdom for other young girls. “Love yourself first and everything about yourself. Look in the mirror every day and say, ‘You’re the bomb! You’re beautiful! You rock!’” she said. “I would tell them that the sky is the limit, and with hard work, there is nothing you can’t achieve.”

Embracing these jewels, LeRoy has built a brand of event production creating unforgettable experiences through LRY Media Group.



Rashada LeRoy  
(Photo by Sharifa Wip)