



The Story of Cash Money Records (Hip-Hop Hitmakers)

Terri Dougherty

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Founded in New Orleans in the early 1990s, Cash Money Records faced an uphill battle as it struggled to gain respect. Brothers Bryan "Baby" Williams and Ronald "Slim" Williams started the label by recording New Orleans artists who were part of the local "bounce music" scene. The label's young rappers, including Juvenile, B.G., and Turk, worked hard to deliver hits, but inner turmoil almost derailed Cash Money's success. The breakout success of Lil Wayne, who became the label's biggest star and even served as its president for a time, helped Cash Money survive during a difficult decade. Today stars like Drake and Nicki Minaj are helping to make Cash Money Records a household name in the hip-hop world.



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