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## **Chicken Soup for the Soul and HooplaHa Join Forces to Create Inspirational YouTube Channel**

**COS COB, Conn.** – Chicken Soup for the Soul, the world’s favorite and most recognized storyteller, today announced their initial entry into the world of online video through a multi-year partnership with online inspirational news outlet, HooplaHa. Together they will provide a wide variety of inspirational and wellness videos to their millions of readers and fans worldwide.

These videos showcase “Chicken Soup for the Soul Moments” and are found on the YouTube channel [“Chicken Soup for the Soul Moments Presented by HooplaHa.”](#)

The often hilarious and always heartwarming Chicken Soup for the Soul Moments online videos cover a variety of topics that are also covered in Chicken Soup for the Soul’s bestselling books, including Alzheimer’s, overcoming obstacles, memorable pets, and much more.

“We are excited to partner with the wonderful team at HooplaHa to bring entertainment and inspiration into another realm and to another audience,” says Jon Brodsky, Senior Vice President of Chicken Soup for the Soul’s digital business.

CEO of HooplaHa Marty Isaac says, “We have always felt our companies had shared visions to inspire people and we are thrilled to be producing videos that Chicken Soup for the Soul wants to share with their loyal fans.”

The “Chicken Soup for the Soul Moments Presented by HooplaHa” YouTube channel launched in early October with 14 videos and many more videos already in the pipeline.

### **About HooplaHa**

Since day one, two years ago, the overall HooplaHa mission has been to share uplifting and inspirational news. HooplaHa produces short form video content (only good news) for fans to enjoy and share with friends and family. HooplaHa is the antidote to all the bad news and negativity pervading the media today. With an experienced creative team, nationwide production network, a growing multi channel network on YouTube and a library of nearly 700 videos, HooplaHa generates about four million video views per month.

Storytellers, producing upbeat, inspirational, happy, and highly sharable videos under the “Life with a Smile” banner, the HooplaHa team has over 50 years of professional television production and story telling experience. With their high-quality videos and mission, HooplaHa has been named to a variety of best of the web” lists, including Huffington Post’s top 10 happiness websites.





HooplaHa is run by an experienced management team that includes founder Rick Fernandes, the recent president of Affinion Group (a \$1.5 billion online marketing company), and TV producer, Rob Hess, whose credentials include “Lifestyles of the Rich and Famous,” “Entertainment Tonight,” in addition to series and specials for CBS, The Food Network, and Comedy Central, amongst many others.

### **About Chicken Soup for the Soul**

Chicken Soup for the Soul, the world’s favorite and most recognized storyteller, publishes the famous Chicken Soup for the Soul book series. With over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, “chicken soup for the soul” is one of the world’s best-known phrases and is regularly referenced in pop culture. Today, 21 years after it first began sharing happiness, inspiration and wellness through its books, this socially conscious company continues to publish new titles, but has also evolved beyond the bookstore with super premium pet food, a line of high quality food to bring people together for healthy meals, and a variety of licensed products and digital offerings, all inspired by stories. Chicken Soup for the Soul has recently expanded into visual storytelling through movies, television and a YouTube channel. Chicken Soup for the Soul is “changing the world one story at a time®.”

