



## **CHICKEN SOUP FOR THE SOUL ENTERTAINMENT ANNOUNCES NEW TV SERIES “PROJECT DAD” AIRING ON DISCOVERY LIFE**

One of the World’s Favorite Storytellers Shares What Happens When Celebrity  
Dads Are Home Alone with the Kids

COS COB, CT – OCTOBER 20, 2016 – Chicken Soup for the Soul Entertainment announces a new television series *Project Dad*, a *Chicken Soup for the Soul Original*, which follows three celebrity dads as they step out of the spotlight and into the role of “mom” for 48 hours. The series premieres on Discovery Life on November 1 at 7:00 p.m.

*Project Dad* follows Donnell Rawlings (comedian, *Chappelle’s Show*), Daniel Cosgrove (actor, *Days of Our Lives*), and DJ Skribble (world-ranked disc jockey, MTV’s *TRL*) as they’re left alone with their kids while their partners leave home for a few days. The series turns the camera on these three busy celebrity dads as they try to put their careers to the side and get to know their children. The dads struggle to balance caring for a home, parenting and pursuing a full-time career — on their own.

“*Project Dad* will have viewers laughing, crying and relishing in the real life moments these dads have with their children,” said William J. Rouhana, Jr., executive chairman of Chicken Soup for the Soul Entertainment. “The show adds to our library of inspirational and entertaining content, and we expect the show to resonate with all audiences. This is our second television series to air on a cable network in just two years, and we expect more to follow.”

The series will also air next year on TLC on January 5 at 5 p.m.

*Project Dad* is based on the hit international series *Return of Superman* that was originally broadcast and owned by Korean Broadcasting System. The hit series in South Korea has won more than 13 awards. Derek Britt and Ricky Paull Goldin of DB Goldline, William J. Rouhana, Jr. of Chicken Soup for the Soul Entertainment, and EunHui Jong of Critical Density Media, LLC are the series Executive Producers. Populus Brands manages the network agreement with Discovery Communications and oversees partnerships, media sponsorships, and trade out sales for the series.

### **ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT**

Chicken Soup for the Soul Entertainment, Inc. is a fast-growing provider of high-quality video content consistent with the 23-year-old widely recognized Chicken Soup for the Soul brand. The company aims to grow its video business and expand its library of positive, high-quality and entertaining video content through production and acquisition. Chicken Soup for the Soul Entertainment is expanding its relationships with sponsors, television networks and independent producers to create new, brand-consistent video content in a variety of formats. The company will make its video content available to billions of consumers globally through any television or





internet-delivered networks, including social media, “over-the-top” and “direct-to-consumer” networks, on any device at any time.

#### **ABOUT DB GOLDLINE**

DB Goldline Entertainment is a New York City-based production and entertainment company lead by its Emmy and Peabody award winning founders Derek Britt and Ricky Paull Goldin. DB Goldline is focused on the creation of innovative unscripted and scripted content telling stories that challenge the imagination, open the world’s eyes, and embody the meaning of entertainment. Derek Britt and Ricky Paull Goldin’s passion for great storytelling spans over 25 years in network television, live television, feature film, documentary, commercial and advertising production for clients HBO, CBS, ABC, FOX, TBS, MTV, TLC, PBS, HGTV, The Design Network, Viacom, and Discovery Communications.

#### **ABOUT KBS (“KOREAN BROADCASTING SYSTEM”)**

As a leading broadcasting network in South Korea, KBS has been producing and distributing wide range of entertainment programs such as high quality dramas, documentaries, and non scripted shows for worldwide audience. KBS has strategic partnerships with 64 broadcasters across 51 countries. In addition, KBS has been a major player in spreading Korean Cultural Wave called "HAN-RU" around the globe.

#### **ABOUT CRITICAL DENSITY MEDIA**

Critical Density Media, LLC is a diversified media and production company led by its founder and CEO EunHui Jong. The company specializes in the acquisition, development and production of TV shows and films, in particular those originating from or targeted to various Asian and other world markets.

#### **ABOUT POPULUS BRANDS**

Populus Brands is a first-of-its-kind content creation, branded entertainment, and business development company rooted in storytelling across every platform. Populus Brands synchronizes the power of content by forging partnerships between content creators, sponsors, licensees, marketers, retailers, and venture capitalists. The executive team has produced over 700 hours of network, cable, and digital programming and have launched more than 1,000 product SKUs and brand extensions, driving more than \$1 billion in consumer spending and billions of deep-seeded marketing impressions. The team has sold and executed thousands of television and digital integrations for brands that includes award winning branded entertainment programs, off network activations and brand partnerships with Fortune 500 companies. For more information on Populus Brands, visit [www.populusbrands.com](http://www.populusbrands.com).

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