



**For Immediate Release:**

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## **CHICKEN SOUP FOR THE SOUL SIGNS WITH MEDIA MANAGEMENT GROUP TO DEVELOP RADIO PROGRAMS AND PODCASTS**



Chicken Soup for the Soul is a familiar and beloved brand to hundreds of millions of people around the world. Now, in addition to its presence in publishing and on television, its trademark inspirational and motivational stories will be available as audio content for both broadcast and digital audiences.

Media Management Group, the New York City–based company that works with top brands like AARP, United HealthCare and Frommers Travel, will work with Chicken Soup for the Soul to develop, distribute and monetize both long and short-form programming for broadcast radio as well as podcasts and other digital outlets.

“We are thrilled to have this opportunity to work with such an amazing company,” said MMG’s President/CEO Jeff Schwartz. “The Chicken Soup for the Soul message resonates deeply with people of all ages, and we’re delighted to bring this important content to a broader audience.”

Chicken Soup for the Soul CEO Bill Rouhana agrees; “MMG is the perfect partner to help us grow our audio content as we continue to expand our storytelling beyond the printed page. MMG has the skills and experience to build this important addition to our media assets.”

### **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 well 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, 23 years after it first began sharing happiness, inspiration and hope through its books, this socially conscious company continues to publish a new title a month, but has also evolved beyond the bookstore with super premium pet food, television shows and movies, and a variety of other digital content and licensed products, all inspired by stories, as it continues “changing the world one story at a time®.”

#### ABOUT MEDIA MANAGEMENT GROUP, LLC

Media Management Group was founded in 1992 to manage the careers of major media personalities, professional speakers and authors, quickly becoming one of the preeminent companies in the field. Over time it became clear that, in addition to personal management, other opportunities existed to help grow our clients' businesses in a rapidly changing media environment. MMG broadened its scope by adding Marketing, Creative Services, Digital, Advertising Sales and Business Development services. Our company has had success across a wide range of media and business products, and has earned a reputation for creativity, cutting edge practices, and a keen understanding of media convergence and how to use it effectively. Today, MMG works with top companies, organizations, personalities, and brands to help them grow their businesses and generate revenue.

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