

"I would just like to not feel guilty for the debt that I have."



AT \$1.5 TRILLION AND GROWING, AMERICA'S MOUNTING STUDENT DEBT CRISIS TAKES CENTERSTAGE IN NEW CRACKLE ORIGINAL 'GOING FROM BROKE' LAUNCHING THURSDAY, OCTOBER 17

Executive Produced by Ashton Kutcher and Chicken Soup for the Soul Entertainment, New Docu-Series Gets Millennials on the Road to Financial Freedom with Professional Advice From Chegg CEO Dan Rosensweig and Financial Phenom Danetha Doe

High Res Photos Available for Download [Here](#)

New York, September 18, 2019--It's an epidemic of huge proportions. As a nation, over 44 million Americans collectively owe a whopping \$1.5 trillion in federal student loan debt, a number that grows each year and is second only to mortgage debt in America. Upon graduation, those entering the professional world face mounds of bills, a shrinking pool of employment opportunities, a lack of financial skills and a constant, crippling weight of oppression keeping them from reaching for their dreams.

Tackling this issue head on is a new **Crackle Original, *Going From Broke***, a new series from executive producer **Ashton Kutcher, Matador Content** and **Chicken Soup for the Soul Entertainment**, launching Thursday, October 17th exclusively on the free streaming service. Leading the charge to support millennials in overcoming their crippling financial struggles is host **Dan Rosensweig**, Chegg CEO, and financial expert **Danetha Doe** who go one on one with young people living in pricey Los Angeles, what they thought would be The City of Dreams, to change their habits, gain financial confidence and become CEO of their own lives. Although they all come from different backgrounds and circumstances, each of the participants have one thing in common-- extreme debt.

Rosensweig and Doe challenge millennials to address everything from savings and spending to taxes, bills, co-loans and more. Ultimately, each of the subjects are given "homework," tailored next steps meant to be tackled within a specific and timely window. It's not comfortable, it's not easy, but it's necessary if they want financial stability. Throughout each of the 10 half-hours, viewers also get valuable insights and advice from several leading and trusted experts including award-winning personal finance journalist **Jean Chatzky** and **Farnoosh Tarobi**, bestselling author and podcast reporter.

Each installment is both relevant and relatable. For example:

- Obi Nwankwo, a former college track star who has a degree in finance and runs his own company. Between his student loans and extravagant living expenses, he's continued to fall farther behind on his bills, even as his business grows.
- Max & Megan Foster, a married couple with two young children and debt that is putting a strain on both their pocketbook and their marriage. Both currently unemployed, they're having trouble keeping from going under.
- Miracle McKinney, who chose to pursue her dreams of playing the violin professionally. Without a high-paying job, she's confronted with massive college debt and no way to get ahead.

William J. Rouhana Jr., Chairman and CEO, Chicken Soup for the Soul Entertainment, comments: "We couldn't be more pleased to be partnering with Ashton on a project that addresses such a serious issue in our country. This Crackle original series, 'Going From Broke', isn't just entertainment; it also provides real tools and takeaway for viewers. We're excited to premiere the series on Crackle since it's a completely free, ad-supported platform available to stream on any device. It's the perfect place to reach viewers who may also be saddled with debt and watching every dime they have. It's the right message on the right platform at the right time."

"The student debt crisis in America is devastating to young people and their families," adds Rosensweig. "We need real solutions, in real time, to end the vicious cycle of debt and get hardworking young people on the road to financial freedom. My hope is that the stories in this show shine a light on the crippling impact debt and financial instability has on our kids, our future workforce, and our economy."

"Going From Broke" is executive produced by Ashton Kutcher, William J. Rouhana Jr. and Michael Winter for Chicken Soup for the Soul Entertainment. For Matador Content Todd Lubin, Jay Peterson, Joel Relampagos and Jerry Carita also serve as executive producers.

Crackle is available on all top streaming platforms, connected TVs, game consoles, Crackle mobile apps (iOS, Android) and at Crackle.com. Follow #GoingFromBroke on Crackle's [Facebook](#) and [Twitter](#) pages. Visit goingfrombroke.com for more information about the show.

ABOUT DAN ROSENSWEIG & DANETHA DOE

In 2010, Dan Rosensweig joined Chegg with a vision to transform the popular textbook rental service into a leading provider of digital learning services for high school and college students. By leveraging technology, mobility, and connected networks, Chegg now offers a suite of high-quality, low-cost, personalized and on-demand educational resources that help students maximize the return on their investment in education. As Chairman and CEO of Chegg, Dan commits the company to fulfill its mission – "always put students first" - by helping them save time, save money and get smarter. Under Dan's direction, Chegg has become the always on-demand, connected learning platform so students everywhere have a smarter, faster, more affordable way to achieve their educational and career goals. Prior to Chegg, Dan served as CEO of Guitar Hero, COO of Yahoo!, and CEO of ZDNet. Dan received a Bachelor of Arts degree in Political Science from Hobart and William Smith College in Geneva, New York. When Dan isn't attending a Springsteen concert or enjoying quality time with his wife and two daughters, he serves as a Colgate University Emeritus Trustee, and sits on the Board of Directors for Adobe Systems, Inc., Rent-the-Runway, and the Advisory Board of the nonprofit DonorsChoose.org. Dan also serves as a Senior Advisor for TPG Growth Ventures and an Advisor to both Kleiner Perkins and Bond Capital.

Danetha Doe is a Jamaican-Liberian American entrepreneur, journalist and the creator of Money & Mimosas. [Money & Mimosas](#), a blog read by thousands of ambitious women from Dubai to San Francisco, covers practical financial tips and provocative essays on how to create your dream life. Danetha was named a millennial entrepreneur to watch by the office of Congresswoman Barbara Lee, a millennial thought leader by the Hong Kong Institute of CPAs and a personal finance expert by Fast Company. Her work has been featured in Entrepreneur, Elle, Cosmopolitan and NBC. A former NFL cheerleader, she is based in the San Francisco Bay Area with her fiancé.

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

Chicken Soup for the Soul Entertainment, Inc. (Nasdaq:CSSE) is a growing media company building and acquiring streaming video-on-demand networks (VOD) that provide content for all screens. The company owns a majority stake in Crackle Plus, a joint venture with Sony Pictures Television, which owns and operates a variety of ad-supported and subscription-based VOD networks including Crackle, Popcornflix, Popcornflix Kids, Truli, Pivotshare, Españolflix and FrightPix. The company also acquires and distributes video content through its Screen Media subsidiary and produces long and short-form content through its Chicken Soup for the Soul Originals division and through [APlus.com](#). Chicken Soup for the Soul Entertainment is a subsidiary of Chicken Soup for the Soul, LLC, which publishes the famous book series and produces super-premium pet food under the Chicken Soup for the Soul brand name.

ABOUT CRACKLE

Crackle is a free to use video entertainment network featuring full length movies, TV shows and original programming. It is available on a wide variety of platforms including connected TVs, mobile devices, set top boxes, video game consoles and online at www.crackle.com. Crackle is one of seven AVOD networks in Crackle Plus, a Chicken Soup for the Soul Entertainment company. Crackle Plus boasts over 10 million monthly active users, 45,000 combined hours of programming, 1.3 billion minutes streamed in January 2019, 90+ content partnerships and 100+ VOD networks.

ABOUT MATADOR CONTENT

Matador is a full-service content studio based in New York and Los Angeles. Since its founding in 2013, the company has produced over thirty-five series for television, as well as sports and feature documentaries, live event specials, virtual reality content, and digital programs across multiple networks. In addition to the Emmy-nominated *Lip Sync Battle*, Matador's output spans across many platforms and genres with series and documentaries debuting on networks including HBO, Netflix, Apple, ABC, Discovery Channel, History Channel, Nickelodeon, A&E, PBS and Facebook. In late 2018 Matador was acquired by Boat Rocker Media, the global entertainment studio.

Publicity Contacts

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