



## “Cuteness Breaks” Help Improve Mood and Productivity Chip & Adele of Operation Kindness Offer an Adorable Escape from the Daily Grind

CARROLLTON, TX (March 26, 2015)... **Operation Kindness** rescued Chip, a 6-week-old Chihuahua puppy, and Adele, a 5-week-old kitten, and placed the orphaned animals with a foster family to help prepare them for their forever homes. The adorable duo made their debut on social media and within one week, Chip and Adele have garnered more than 17,000 followers and reached more than 8 million people.

“We are very excited that Chip and Adele are gaining so much popularity online. We never imagined that their presence would grow this rapidly,” said Jim Hanophy, CEO of **Operation Kindness**. “Not only can social media help find Chip and Adele a forever home, but it has also raised awareness across the country about the great work done by animal rescue organizations.”

The popularity of Chip & Adele’s Facebook page may be largely due to employees who are seeking a way to brighten up their workday. By visiting Chip & Adele’s Facebook page, employees are able to take a “Cuteness Break” to view cuddle photos, videos of snack time and playtime posts. A recent study, conducted by Japanese researcher [Hiroshi Nittono](#) for Hiroshima University, found that viewing cute images – like pictures of puppies and kittens – at work can improve your mood and also help increase your productivity.

**Operation Kindness** recently launched its new Foster Talent Agent Program – an innovative foster ambassador initiative that invites volunteers to foster shelter animals and then market them via social media and outings in the community to get them adopted. The instant popularity of Chip & Adele’s Facebook page shows how powerful social media can be. Followers eagerly await the day these two can be put up for adoption. Additionally, followers from across the country have sent donations to help with their care. For more information about Chip & Adele, who will be ready for adoption when they are 8 weeks old, please visit <https://www.facebook.com/ChipandAdele>.



## **About Operation Kindness**

**Founded in 1976, Operation Kindness is the original and largest no-kill shelter in North Texas.**

Its mission is to care for homeless cats and dogs in a no-kill environment until each is adopted into responsible homes and to advocate humane values and behavior. **Operation Kindness** has saved nearly 80,000 animals since its inception. The shelter assists nearly 4,500 dogs and cats each year, caring for an average of 300 animals daily with another 100-150 animals in foster homes. Learn more about **Operation Kindness** at <http://www.OperationKindness.org> or on Facebook ([www.facebook.com/pages/Operation-Kindness/30251945822](http://www.facebook.com/pages/Operation-Kindness/30251945822)).

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