



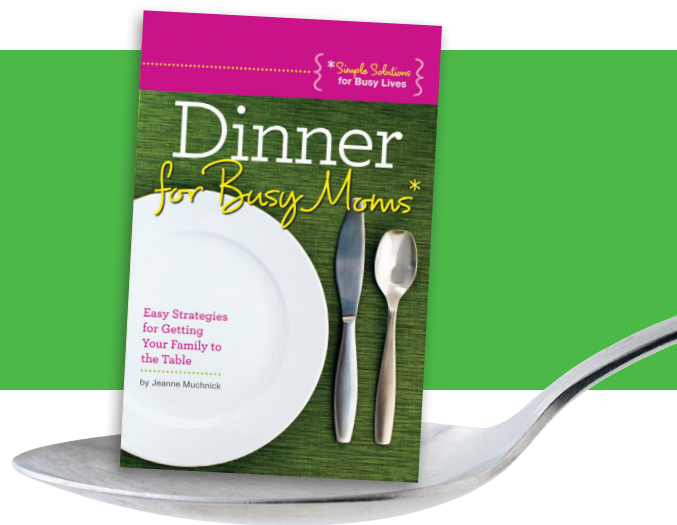
Get back to the table!

Dinner for Busy Moms ● By Jeanne Muchnick
Plain White Press

Press Kit

Dinner for Busy Moms*

PlainWhitePress.com



Press Release

Your readers:

Crazed, multi-tasking moms trying to juggle “it all” with little time for grocery shopping, let alone prepping and planning.

Dinner for Busy Moms:

Frank and fun advice for making meal-times manageable.

It's 6 p.m. . . . What does dinner look like in your family?

WHITE PLAINS, NY
APRIL 1, 2010

Stop overscheduling your kids and start scheduling dinners together. Such is the message of author Jeanne Muchnick whose new book, *Dinner for Busy Moms* is all about reconnecting families.

“The good enough dinner is good enough,” stresses the mom of two who offers realistic strategies that answer that pressing question (often before most women have walked in the door or taken their coats off): “What’s for dinner?”

Muchnick points out that most of us multi-taskers barely find the time to sit down during the day but somehow manage to meet our work deadlines and get to baseball games on time. So why can’t we actively work hard to plan our weekly meals?

She doesn’t lay on the guilt, but instead offers a humorous and honest approach

to delegating, planning, prepping and organizing so that at least twice a week, you and your family can connect at the table.

This is not a cookbook (though there are a few easy recipes) but a strategy guide filled with simple goals to put dinner back on the front burner. Written in a chatty tone, with an abundance of sidebars, it’s a quick, magazine-like read about finding sanity and making meal-times work. And yes, frozen pizza and ordered-in Chinese count. Muchnick’s message: It’s not about what you’re serving that matters, it’s that you’re sitting together in the first place.

Proceeds from profits of the book will benefit Family-to-Family, an organization started by a single mom of two that helps feed hungry families in the U.S. (Family-to-Family.org). “This book is not really about food,” says Muchnick. “It’s about connections and the love we feel when sitting at the table with our families. This is why I feel so strongly that we should be doing everything we can to help those who might not have the means to get dinner on the table.”

Muchnick is a former editor of *Woman’s World* and *BaBY Magazine* and has been contributing to national publications for more than 20 years. Her work has appeared in countless newspapers, magazines, and websites including *Woman’s Day*, *Ladies’ Home Journal*, *Parents*,

Parenting, *Pregnancy*, *Woman’s Health & Fitness*, *Bride’s*, *Modern Bride*, *Endless Vacation*, *The Daily News*, *The New York Times*, *The Journal News*, *InTown Westchester*, *Sprout.com*, *MomCentral.com*, *MomLogic.com*, *FamilyFun.com* and *Westchester Magazine*. She has also contributed to a variety of books including *The Rough Guides*, *The Best Places to Kiss in New York*, and *See Mom Run*.

She lives in Larchmont, NY with the suburban “chaos” that is her life: husband, Mark, two teenage girls, a dog who sheds, and a coffee machine set to brew by 6:30 a.m.

Dinner for Busy Moms is the second in a series of “For Moms” books by woman-owned publishing house, Plain White Press. The first book, *Soccer for Moms* came out last summer. The White Plains, NY publisher Julie Trelstad—herself a busy mom of twin teens—also recently published *See Mom Run*, a collection of blogging mom’s most harried stories, compiled by Role Mommy founder Beth Feldman.

You can find more information at JeanneMuchnick.com or DinnerForBusyMoms.com.

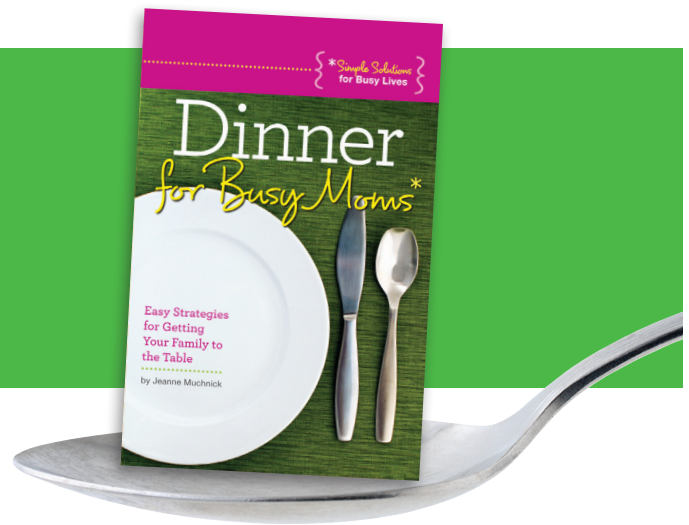
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Press Release- Tips from *Dinner For Busy Moms*

Managing Mealtime Mayhem
A book by moms for moms
(meaning honest tips that work!)

WHITE PLAINS, NY
APRIL 1, 2010

It's no secret moms are stretched. Thinking about what's for dinner, let alone a starch, a vegetable, a fruit, a fiber, and an entrée is hard enough when you need a GPS navigational device to track every person's whereabouts thanks to soccer practice, piano lessons, tae kwon do or art class.

The pressure-cooker that is parenthood means the family dinner has virtually disappeared. Today, less than half of American families eat dinner together—despite the fact that 98% of moms say it's important. And when they do, most meals last less than 30 minutes and are often lacking in proper nutrition.

Study after study proves time spent gathered at the kitchen table is a significant way to strengthen family bonds. Counted among the benefits are higher quality of food, better nutrition and portion control, as well as emotional nurturing, sense of belonging, better grades, less delinquency, and overall family unity, not to mention cost savings. With the recession in full swing, there's a definite shift towards saving money and staying home, making the dinner hour more important than ever.

All of which sounds great in theory, but how does one make it work – and stick? The answer: Realistic mom-tested strategies from those who deal with mealtime mayhem on a daily basis, with a hefty dollop of chattiness, a portion of humor and cups full of honesty.

Jeanne Muchnick's new book *Dinner for Busy Moms* is all about:

- 1) Losing the guilt
- 2) Doing what works for YOUR family
- 3) Feeding your soul
- 4) Easy meals (think baked potatoes, breakfast for dinner, soup and sandwich nights)

Some tips:

- **Plan to plan.** Set aside two to three hours a week to cook, shop and plan. Mark it on your calendar with just as much importance as other things in your life. You can do this by deciding on your grocery days and family nights.
- **Keep your expectations realistic.** Take this dinner thing in baby steps. If it's the main course you get stuck on, then buy a rotisserie chicken and cook the side dishes. If it's prepping the vegetables that bog you down, buy frozen or pre-cut. If it's all of the above, fortify an ordered in pizza with pre-cut broccoli or ready-made chicken.
- **Keep your pantry well-stocked.** Staples such as pasta, pasta sauce, canned beans, rice, soups, etc. can make throw-

ing together something easy possible. An organized pantry also helps considerably with your shopping list and knowing your needs. To that end, stock up on ingredients for your tried and true meals.

- **Love your freezer.** Stockpile food in your freezer, either by buying frozen foods that your family likes (frozen pizzas are great as are frozen soups – you can always beef up with veggies or protein or any leftovers)...or take a Sunday to cook a bunch of things, and then freeze for later. That way, there's always something to defrost for dinner.

- **Plan for leftovers.** You've heard it before: cook once, plan twice. Making lasagna? Make two so one goes in freezer. Chicken cutlets? Prepare some with BBQ sauce, use others for stir-fry, salads or soups.

- **Think pre-packaged.** By purchasing pre-ready or pre-prepared meals or cut up veggies, you're saving yourself extra time (and cutting down on stress and headaches).

- **Delegate.** Involve your children with chores from a young age. Kids can learn how to set the dinner table, put groceries away, make their beds (within reason depending on ages) which makes YOUR life easier.

- **Use technology to your advantage.** Shop online. Keep your grocery list for favorite items online. Set up alerts for what you need.

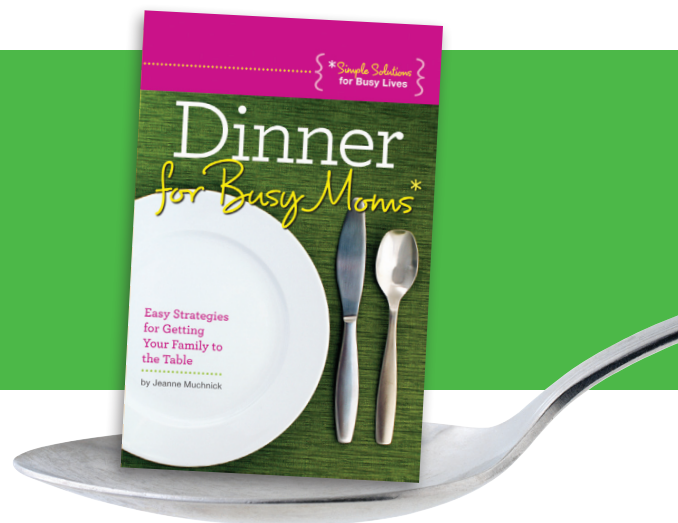
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Press Release- Tips from *Dinner For Busy Moms*- cont.

● **Make friends with your crockpot.**

Toss food in in the morning and by 5 p.m. you have a hot-home-cooked meal. Throw in chicken with veggies and some marinade (even salad dressing!) or mushroom soup - even non cooks can do!

● **Eat the right “mood foods.”** The right foods can help you relax/make you feel better physically and emotionally: i.e. oranges (vitamin C support your immune system); pistachios (a handful can lower your blood pressure); chocolate (a little piece - and not just the dark stuff - can make you happier); salmon (is rich in omega 3 fatty acids which are crucial to brain function); tea (a cup of chamomile or peppermint soothes your anxieties); and red wine (a glass of day is good for your heart - and helps relax you; just don't overdo it!)

● **Keep healthy snacks around.** Boil a few eggs and refrigerate them so you have a quick protein on hand for a salad topper, to go snack, humus and carrots, peanut butter.

● **Don't stress over dinner.** Breakfast for dinner is always a great alternative. I love eggs! Or a frittata. A baked potato also works - top with cheese, broccoli, chili and it's a meal. Same with soup. Soup and a sandwich are another easy solution...simply make it “fun” by setting up a sandwich buffet. Not a lot of effort to put out bread, cheeses, sliced

meats and let kids pick and choose.

● **Schedule time for you.** I'm big into putting a warm washcloth over my eyes with a dab of lavender or eucalyptus just to give me a brief pick me up. Even a warm heating pad on my back and shoulders helps while watching mindless TV (for a little bit).

● **Accept “the best you can do.”** It's a mantra I'm always saying to my kids, my hubby, myself. Good enough is OK.

Muchnick admits she's no Martha Stewart. She has a messy house, a car full of snack wrappers, a huge stack of books and magazines by her bed, and a crazed, multi-tasking life she calls “controlled chaos.” What she is diligent about, however, is mealtimes...especially after her youngest daughter confessed that going to her aunt's house - where Muchnick's sister makes dinner and the family eats together - was better than being home. “It struck a chord,” says the Westchester, NY mom of two of the conversation that occurred years ago, “And made me realize I needed to be better about the needs of my family, rather than my work deadlines. I was - and actually still am - often so busy with work and errands and life in general that dinner became something that fell by the wayside.”

And so: This book from a writer who's been contributing to local and national

publications for more than 20 years. A graduate of Syracuse University's Newhouse School, Muchnick landed her first job as an editorial assistant at *Seventeen Magazine* and from there went on to *Good Housekeeping*, *Woman's World*, *BaBY Magazine*, and *Woman's Day Special Interest Publications*, with stints in between in the housewares and travel trade press. Her work has appeared in countless newspapers and magazines including *Woman's Day*, *Ladies' Home Journal*, *Parents*, *Parenting*, *Pregnancy*, *Woman's Health & Fitness*, *Bride's*, *Modern Bride*, *Endless Vacation*, *The Daily News*, *The New York Times*, *The Journal News*, *InTown Westchester*, *Sprout.com*, *MomCentral.com*, *FamilyFun.com* and *Westchester Magazine*.

She lives in Larchmont, NY with the suburban “angst” (and joy!) that is her life: husband, Mark, two teenage girls, a dog who sheds, a stack of bills, and a coffee machine set to brew by 6:30 a.m. so she can “deal.” (In fact, she promises if you buy her book - or promote it - she'll brew YOU coffee. Or at the very least, bring dinner.) Go to JeanneMuchnick.com or DinnerForBusyMoms.com for more information.

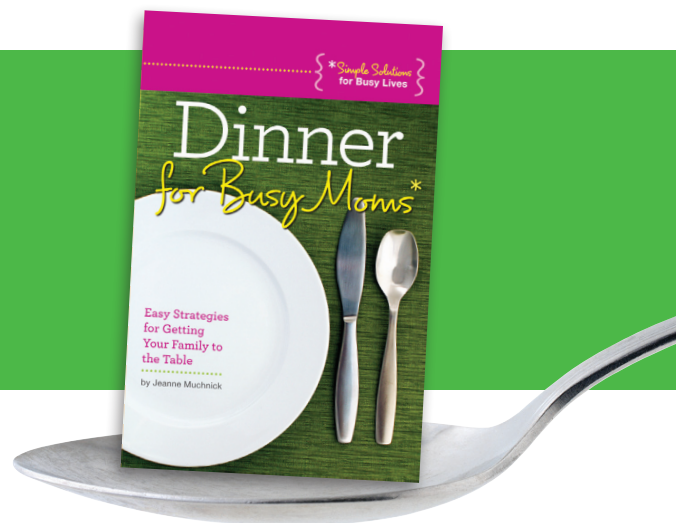
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Praise for *Dinner for Busy Moms*

“Thanks to *Dinner for Busy Moms*, the words ‘dinner’ and ‘moms’ together no longer need to inspire dread, panic, or pizza. Let Jeanne Muchnick’s 1,001 ideas show you how the evening meal can be made easy, nutritious, and fun — so instead of it making you feel tired or guilty, you can sit back and enjoy both your food and your kids.”

—Paula Spencer, *Woman’s Day*
“Momfidence” columnist and the
author of *Momfidence*

“This book doesn’t assume you’ve got a spice rack the size of a small cupboard or a sous chef to help with prep work. The result is a fun-to-read guide from an always-wise author who feels like a long-lost friend.”

—Ann Douglas, author, *The Mother of All Pregnancy Books and Mealtime Solutions for Your Baby, Toddler, and Preschooler*

“Reading this book made me hungry, and actually motivated me to go to the food store with a list and a meal plan. I also love the tone: it’s fun, witty and honest, and as a busy mom of four, I can relate 100%.”

—Marian Edelman Borden, author of: *The Everything Baby’s First Year Book and The Pocket Idiot’s Guide to Play Groups*

“I love Jeanne Muchnick’s step-by-step approach to feeding your family and their collective well-being. I’m a huge fan of planning, especially meal planning—heck, it helped my family and me save thousands of dollars a year when we became suddenly frugal. Along the way having dinner together many nights a week can become second nature. If you follow Muchnick’s advice, you will not only get dinner on the table without stressing yourself out but you’ll also benefit from having that important family meal time together.”

—Leah Ingram, author of *Suddenly Frugal: How to Live Happier and Healthier for Less*

“If the Food Network makes your eyes glaze over but you still want to cook good food for your family, this book is for you. Filled with sanity-saving tips for busy 21st century moms, *Dinner for Busy Moms* is the handy guide to preparing family meals that you wish you had whenever you’re staring down the supermarket checkout aisle at dinnertime.”

—Jen Singer, author of the *Stop Second-Guessing Yourself* guides to parenting

“Finally, an author who ‘gets’ that it’s impossible for multitasking mothers to get a family dinner together between ballet lessons and soccer practice — and then tells us precisely how to make that dinner happen pretty regularly. Hooray for Jeanne Muchnick.”

—Rona Gindin, *Host, On Dining (Bright House Central Florida) and author, The Little Black Book of Walt Disney World: The Essential Guide to All the Magic*

“If like me you’re mom who would rather scratch her eyes out than cook dinner for her kids this is the book is for you! I especially loved the chapter titled, ‘Feed Yourself First.’ This book is ALL about helping us moms find shortcuts and encouraging us to indulge ourselves too. Plus, any book that advises a chocolate break is a book I want to read! Even as a mom who has two left thumbs in the kitchen, I felt I could actually manage to whip up some of these easy to make dishes listed in chapter six and keep my brood well-fed. A must-have in every kitchen!”

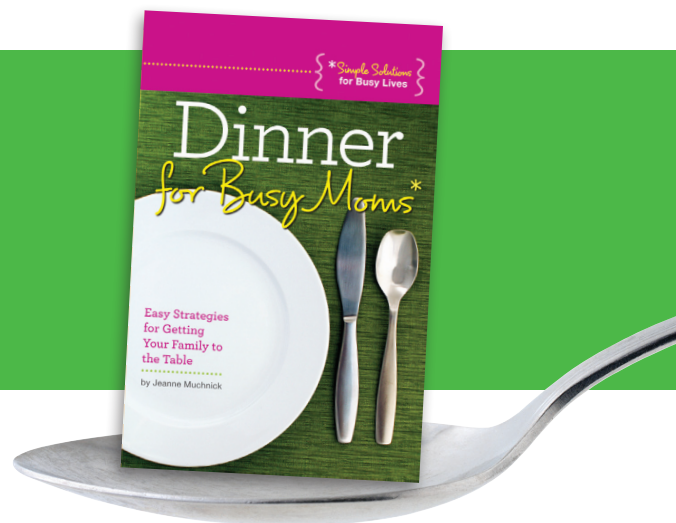
—Melissa Chapman, *Staten Island Advance Kids in the City Columnist, Time Out NY Kids contributing writer and WCBSTV parenting blogger*

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Praise for *Dinner for Busy Moms*- cont.

“If there’s anyone I’ve come to trust regarding mealtime and my family, it’s Jeanne Muchnick. As an avid fan of her restaurant reviews in *InTown Magazine*, *Westchester Magazine* and *The Journal News*, this mom of two is my barometer for great food finds. Kudos to Jeanne Muchnick for taking her keen sense of delectable dining experiences and bringing it back to the dinner table.”

—Beth Feldman, author/editor See Mom Run (Plain White Press) and Founder of RoleMommy.com

“Reading *Dinner for Busy Moms* is like having my own personal family dinner coach. Jeanne Muchnick understands what it’s like to juggle a busy family’s schedule and knows how stretched moms are today. This is one of those books that you’ll want to carry around the house, tote along in your purse, and, in general, keep close by.”

—Leslie Levine, author, *Wish It, Dream It, Do It: Turn the Life You’re Living into the Life You Want*

“Moms want things that work. From appliances to weight loss programs, we have no time for trial and error. *Dinner for Moms* proves that family dinners work - to raise better students, healthier eaters and happier people. Jeanne Muchnick reminds us (without laying on any guilt) that it’s about the table, not the stove. Passing the peas just took on vital, daily importance.”

—Kim Orlando, founder of *TravelingMom.com* & the *TravelingMom Blogger Network*.

“Even though cooking is my passion, I still struggle to get my family around the table to eat at the same time regularly. After reading *Dinner for Busy Moms*, I feel empowered to make a change. Jeanne Muchnick doesn’t judge or talk down to other moms, she simply arms us with easy and powerful strategies to make family dinner time a reality instead of a guilt-inducing dream. I especially liked that that book was full of amazing advice in a non-judgmental tone. It’s compulsively readable.”

—Vanessa Druckman, freelance writer, *The Parent Paper*, *The Columbus Parent*, blogger/founder of *Chefdruck Musings*

“What’s on the menu tonight? According to the author it doesn’t have to be fast food eaten in the car. In fact, experts tell us that parent-child meals around the kitchen table can benefit your children in a myriad of ways. But family meals can make a comeback without you having to channel your inner Martha Stewart. Breakfast for dinner? Picnics in the family room? Why not? This book explains in an honest and accessible way how to improve your family meals without causing you more stress. And it does so mom-to-mom, which is always how the best advice gets passed, just like a treasured recipe. So dig in to this meaty meal of advice, fun and common sense. The result is a smorgasbord of benefits every parent can really sink their teeth into.”

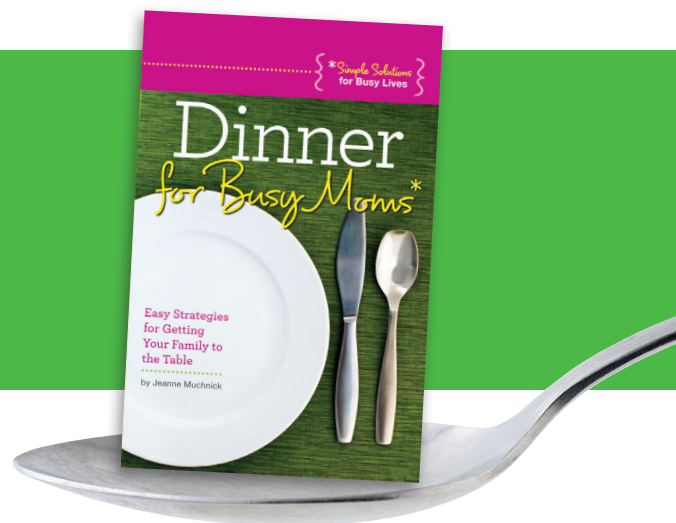
—Liza N. Burby, publisher of *Long Island Parent magazine*

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A heaping spoonful of kindness

***Dinner for Busy Moms* helps you feed your family, nourish your soul, and provide for others**

WHITE PLAINS, NY
APRIL 1, 2010

Jeanne Muchnick's new book, *Dinner for Busy Moms* is not about food. Rather, it's a strategy guide filled with realistic tips on how to get dinner on the table and reconnect with your family.

It's also about "mom power" and helping to feed others in less fortunate situations. Muchnick has partnered with Pam Koner, the founder of Family-to-Family.org, a Hastings, NY-based nonprofit which connects "families with more" to "families with less."

Koner, owner and director of several creative arts-based childcare programs, launched Family-to-Family in 2002 after reading a newspaper article about poverty in Pembroke, Illinois. "This

was an hour outside Chicago but it was like a Third World country," she says. The mom of two quickly rounded up six families in her Westchester neighborhood and within three months had signed up 30 more. The program now includes some 400 sponsor families in 15 states.

Each month, donor families log on to the website—www.Family-to-Family.org—to access their monthly shopping lists, which includes items such as soup, pasta, tuna fish and other pre-packaged food. In addition to food, the program encourages donors to send other needed items, such as over-the-counter medications, sheets, towels, clothing and back-to-school supplies. The monthly cost per donor family averages \$35 to \$40.

"I think we all take so much of what we have - including hot food on the table - for granted," says Muchnick, also a mom of two. "So much of family life

revolves around the kitchen and the dinner table. Preparing and sharing a meal is about nurturing the ones we love which is why I feel strongly that everyone should have this opportunity. It's America. We shouldn't have families going hungry and missing out on the benefits of family meals.

"I hope that through this partnership, readers will have more of an awareness of all they should be thankful for. Being a good role model doesn't just mean cooking a big pot of homemade soup or a roast chicken and then sitting down to a well-balanced meal. It means discussions and interactions and always, thinking and giving to those less fortunate."

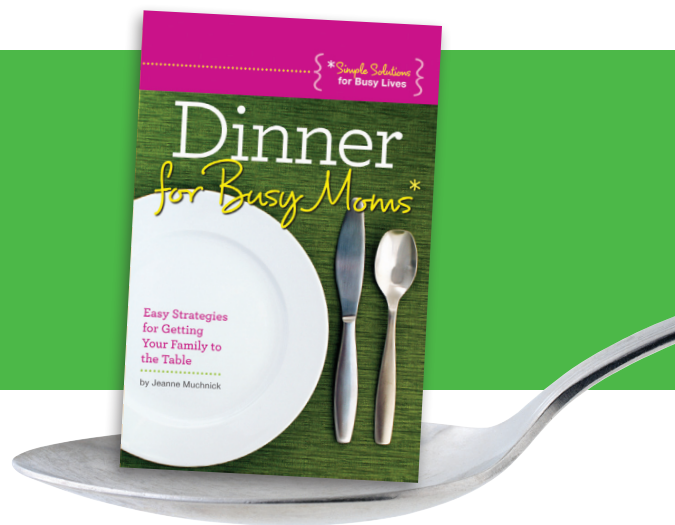
Go to www.Family-to-Family.org for more information. Details about Jeanne and her book can be found at www.JeanneMuchnick.com or www.DinnerforBusyMoms.com.

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Author Jeanne Muchnick- Bio

Jeanne Muchnick is a freelance journalist and the former editor of *BaBY Magazine* and *BaBY Magazine's Infant Care Guide*, two publications aimed at helping new moms deal with the physical and emotional aspects of parenthood. Muchnick also served as an editor in the articles departments at *Good Housekeeping* and *Woman's Day Special Interest Publications* and was the Travel Editor at *Woman's World Magazine*.

Since going freelance in 1999, Muchnick has published hundreds of parenting and lifestyle articles for various publications and websites including *The New York Times*, *The Boston Globe*, *Woman's Day*, *Ladies' Home Journal*, *Parents*, *Parenting*, *Child*, *Pregnancy*, *Sesame Street Parents*, *Healthy Kids*, *Family Life*, *ShapeFit Pregnancy*, *Women's Health & Fitness*, *Westchester Magazine*, *Long Island Parents & Child*, *In Town Magazine*, *Rockland Magazine*, *Endless Vacation*, *Sprout.com*, *Family*

.com, *FamilyTravelTimes.com*, and *MomLogic.com*.

She has also been a contributor to several books including *See Mom Run*, *The Best Places to Kiss in New York*, *The Rough Guide* series and *The Birnbaum* guidebooks. TV appearances include CNBC's *Parent's Helper*, *Steals and Deals*, *News 12 Westchester*, *Good Day New York Sunday* and *RNN*.

She considers herself to be the quintessential suburban mom, complete with two daughters who she embarrasses simply by breathing, a husband who doesn't understand why there are so many beauty products in the bathroom, a shedding dog, a lawn that forever needs mowing, and a messy house/car filled with overdue library books, clothes headed to the dry cleaners and an assortment of reusable shopping bags. She lives in Larchmont, NY. For more information, go to JeanneMuchnick.com or DinnerForBusyMoms.com.

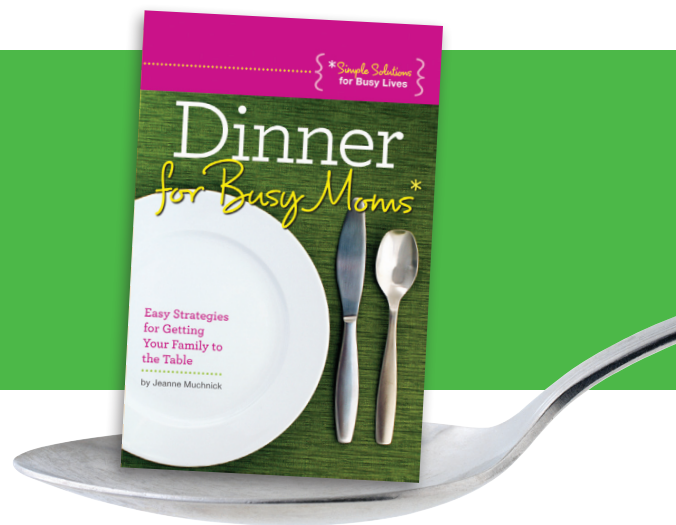


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Q and A with Author Jeanne Muchnick

What inspired you to write *Dinner for Busy Moms*?

Guilt! I think I'm a good mom but I'm also never 'good enough' in certain areas: I'm certainly not a stellar cook, nor am I a great cleaner or organizer. Yet, I do think I am raising happy kids who know that life isn't about having a perfectly-in-order house or a gourmet meal on the table. It's about being together, having fun, communicating.

For years, I've written service-oriented features for national woman's magazines. I wanted other moms to know we're all in the same 'crazy, busy, hectic' boat — and that they should and could feel good about whatever it is they are doing — with a little 'push,' a little help and a lot of encouragement.

A lot of research was put into your book. What was the most surprising fact you discovered?

I'd have to say it wasn't so much the research — most of us have heard the statistics about how important it is for us to spend quality time with our children, as well as all the scary numbers about our kids watching too much TV, eating too much junk food, being overscheduled, yada yada.

What really made an impact — though in hindsight it shouldn't really be such a surprise (as I'm all about girl power and

am continually amazed at how creative and innovative we moms are) — was the reams and reams of helpful tips and insider info I got from all the moms I interviewed. Who knew you could freeze rice and make an instant meal with 'rice pizza?' (go to page 110 if you want more info on that one: thanks, Theresa Gould of Chicago, IL) or that a salad spinner is the best place to store your salad mix in the fridge (page 111 with kudos to Amanda Loudon of Gold River, CA) or how adding a little pumpkin pie spice to carrots can get picky eaters to take a bite (page 123, with a shout out to Cornelia Zell of Mamaroneck, NY).

What's the best "dinner" advice you'd give busy moms?

To give yourselves slack. Use paper utensils. Whatever it takes to make dinner easier for you. Chinese and pizza count. Just try to get everyone at table together as much as you can. And do NOT feel guilty if it doesn't work all the time.

What's your favorite dish to cook?

My mustard chicken that is highlighted in the book. The perfect recipe for a non-cook like me. Basically you marinate chicken breasts in mustard with a little water, then coat with breadcrumbs and bake for 20 minutes.

What does your ideal family dinner look like?

My family loves taco night. It makes me happy to see them happy. I love the fact that we're all sitting together, reaching for the lettuce, passing the bowls from one family member to another. It just feels like harmony. I also love summers when we can barbecue. Things seem a bit more leisurely at the dinner table — and easier when you can throw pretty much anything (including fruit!) on the grill.

Writing a book is a huge task. Now that you've accomplished it, what's your favorite thing about your book?

The fact that I tried to put as much personal anecdotes in as possible — not only from me — but from other moms around the country. I'm big into moms being the experts. I believe we all learn from experience and learn from each other. I hope that reading this book, people will feel it's like listening to an old friend.

What is the most difficult dinner obstacle you think most moms face?

Timing, planning and organizing. Dinner can feel like a real drag. But if you plan to plan — and put aside a pocket of time to figure out your week, or even a few days of meals, it's a lot easier than just winging it.

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