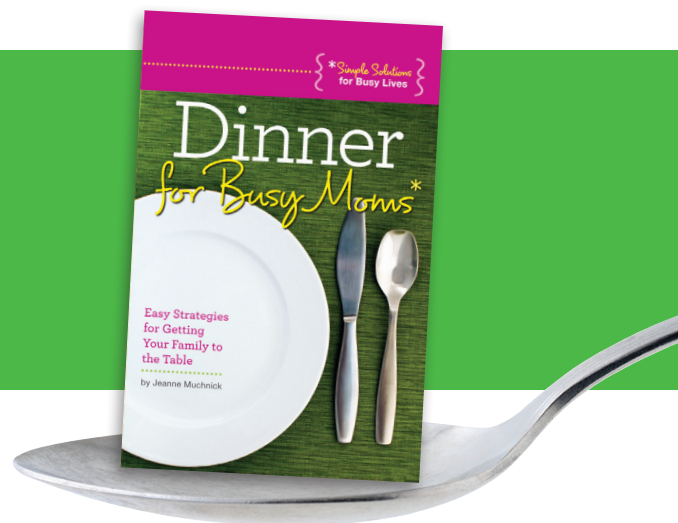


Dinner for Busy Moms*

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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