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PRESS RELEASE

When It's Hot, It's Hot:

The Simple Joys of Baking Microwave Mug Cakes in the Summertime

When is it too hot to bake a cake? Never, if it's a microwave mug cake. At least that's what Stacey J. Miller, author of *101 Recipes for Microwave Mug Cakes*, has discovered.

Miller, who works at home, loves to putter around in the kitchen. "Let's face it. You probably can make it yourself – whatever it is – better, more quickly, and more cheaply if you make it at home," she says. But she admits that sometimes it's just too hot to turn on the oven. "At those times, I'll do the nasty deed – I'll order pizza, stir-fried veggies, or eggplant parmesan -- instead of cooking my favorite homemade versions."

But one thing Miller never compromises on is quick, homemade snacks. "When I want a few bites of something sweet, soft, and fresh from the oven, there's just no way I'm going to a doughnut shop or buying something in a box," she insists. "I don't want to heat up the kitchen, but I also don't want to sacrifice the instant gratification I can get from baking it myself. That's when I pull together the simple ingredients I always have on hand to make myself a microwave mug cake." Miller boasts that a fringe benefit of baking a microwave mug cake – a single-serving snack that takes less than 5 minutes to bake in the microwave oven – is that she doesn't have to haul out heavy equipment, such as a mixer, blender, or food processor. All she needs is a bowl, a spoon, and a large microwave-proof mug. "What could be simpler than that?" asks Miller. "And what could be more rewarding than pulling a

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homemade snack from the microwave oven when it's 90 degrees in the shade – even when you barely have the energy to water the cucumber, zucchini, and tomato plants in the garden?”

101 Recipes for Microwave Mug Cakes:
Single-Serving Snacks in Less Than 10 Minutes
By Stacey J. Miller
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Author Bio
Stacey J. Miller

Stacey J. Miller learned at a very young age that, on days when nothing else goes right, she could always make herself feel better by cooking an easy meal or baking a quick dessert. When she's not in the kitchen, she's indulging in her day job. A book promotion specialist, Stacey founded S. J. Miller Communications which handles publicity for books of all genres. Recent clients include Debra Fine ("The Fine Art of Small Talk"); Gary David Goldberg ("Sit, Ubu, Sit"); Abbot Christopher Jamison ("Finding Happiness"); Doreen Orion ("Queen of the Road"); and Amy Homan Edelman ("Manless in Montclair"). She is based in a suburb of Boston, Massachusetts and is a mom to the two best cats on the planet.

Suggested Interview Questions

1. What's a microwave mug cake?
2. Why is it such a perfect summertime snack?
3. Why is it easier to defend eating microwave mug cakes in the heat than at other times of the year?
4. Why do people find it so tough to cook during the summertime?
5. Isn't it easier to go to the local doughnut shop than to bake a microwave mug cake?
6. Since you use a microwave oven to make microwave mug cakes, should we expect the unexpected -- such as exploding batter or a stuck-on mess inside the mug?
7. What are some of the more unusual ingredients in your microwave mug cake recipes, and where did you get the inspiration for incorporating them into your recipes?
8. What are some of your more popular microwave mug cake recipes, and what is your personal favorite microwave mug cake recipe?
9. Don't you ever get tired of making microwave mug cakes?
10. How can you get kids involved in making microwave mug cakes?