



FOR IMMEDIATE RELEASE

Contact: Stacey J. Miller
Telephone: 781/986-0732 or Email: sjmiller@bookpr.com

PRESS RELEASE

**For His Valentine's Day Gift
Think Inside the Mug**

"He knows what you want for Valentine's Day, but it can be tricky to buy him a gift. Candy? Flowers? Jewelry? Those things might not work, but Valentine's Day is right around the corner. For the perfect Valentine's Day for him, you really should think inside the mug." So says Stacey J. Miller, author of *101 Recipes for Microwave Mug Cakes: Single-Serving Snacks in Less Than 10 Minutes* (BPT Press, October 2009).

Microwave mug cakes provide a perfect baking opportunity for men who don't spend much time in the kitchen. Even apartment-dwellers who lack space and cooking equipment (not to mention basic cooking skills) can follow the simple instructions to create such delicacies as Chocolate Caramel Microwave Mug Cake, Lemon Poppy Seed Microwave Mug Cake, Blueberry Muffin Microwave Mug Cake, and even Pizza Microwave Mug Cake.

"Thinking inside the mug will provide you with a gift that you can both enjoy," Miller promises, "and there's no learning curve. If you can pull together a few everyday items (including a small bowl, any spoon, a mug, and a few tablespoons of flour, sugar, an egg, and so forth, you're less than ten minutes away from baking a microwave mug cake together. You'll have 101 projects you can use to create instant desserts and as reminders that your significant other really can be sweet -- and fun -- and creative. And there will be no leftovers to tempt you when the holiday is over."

101 Recipes for Microwave Mug Cakes: Single-Serving Snacks in Less Than 10 Minutes
By Stacey J. Miller
BPT Press
October 2009
978-0-9842285-0-8
www.microwavemugcakes.com

###

10 Turning Mill Lane
TEL: 781-986-0732
sjmiller@bookpr.com

Randolph, MA 02368
FAX: 781-963-6883
www.bookpr.com

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. How did you stumble across the concept?
3. Given the fact that there was already a recipe for a chocolate mug cake circulating widely on the Internet, why did you feel the world needed 101 recipes for chocolate mug cakes?
4. Why do people find microwave mug cakes so appealing?
5. Why is it better to bake a microwave mug cake than, say, go to the doughnut shop?
6. If you're going to go to the trouble to bake, then why not make enough for the entire family, your neighbors, or your coworkers?
7. Since almost everyone is dieting and becoming conscious of nutrition, why did you think the world needed recipes for sugary, calorie-rich treats right now?
8. 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?
9. 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?
10. What are some of your more popular microwave mug cake recipes, and what is your personal favorite microwave mug cake recipe?