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**Dana McCauley's Tour**  
Coming to a town near you:

- Edmonton Dec 11, 2006
- Calgary Dec 12
- Ottawa Dec 13
- Toronto Dec 14

## ***Surviving the Holidays***

Brought to you by

**Betty Crocker® and Dana McCauley**

The perfect holiday combination to make your party merry, bright and stress free

**Toronto, ON (November 15, 2006)** – The holidays are almost upon us – which means the sight of thousands of twinkling lights and scent of scrumptious cakes baking are right around the corner.



The **BETTY CROCKER® CHRISTMAS COOKBOOK, Second Edition** has been refreshed and updated and now features 250 new recipes, colour photos, holiday crafts, holiday survival tips and a style guide that will help you become the yuletide god or goddess of your dreams

“Delivering that special **WOW** factor is so important when you’re entertaining your friends and family. Even the most hesitant host can do it and I’ll show you how using Betty Crocker® recipes and tips from the Christmas cookbook,” says Dana McCauley.

Dana’s fabulous demos will include:

- 🎅 **Making a traditional Frosted Buche de Noël Cake (Yule Log),**
- 🎅 **Decorating a whimsical White Snowman Cake,**
- 🎅 **Sharing invaluable holiday survival guide tips,**
- 🎅 **Showcasing the trendiest holiday decorating styles,**
- 🎅 **Delivering the WOW factor by creating bead wrapped votive candle holders and a cranberry ice bucket block.**

### **A Slice of Dana McCauley**

Dana McCauley is the former food editor for Homemaker's magazine and a trend analyst for many international food companies. She writes Topline Trends, a quarterly e-mail newsletter, conducts cooking classes, and speaks to audiences at venues such as the Smithsonian Institute and trade shows. Dana’s expertise has been showcased on over 100 TV programs including The Today Show, CNN, Balance, Fox News, Leeza Gibbons, Vicki Gabereau and Canada AM. Her expert insights have been profiled in print media such as The National Post, Canadian Press and USA Today, as well as on radio stations from London to Sydney to Los Angeles. An accomplished cookbook author, Dana has published several successful titles: the best-selling *Last Dinner on the Titanic* (co-written with Rick Archbold), *Noodles Express*, and most recently, *Pantry Raid*. She is an avid baker who loves Holiday treats and sweets almost as much as her young son, Oliver.

- More -

## **About Betty Crocker®**

Since her creation in 1921, Betty Crocker® has been one of the strongest brand icons in the food industry. A brand associated with quality and trust, Betty Crocker® and the red spoon symbol appear on variety of products which include ready-to-spread frostings and mixes that make some of the country's best cakes, brownies and cookies. In 1954, General Mills Canada was the first company to introduce layer cake mixes under the Betty Crocker® name. The first three varieties available in Canada were White, Yellow, and Devil's Food. This started a revolution in baking, providing homemakers with a convenient, reliable way to replicate the quality and taste of "homemade" baked goods without the hassle. Today, Betty Crocker® products are the best selling dessert mixes on the market.

### **BETTY CROCKER® CHRISTMAS COOKBOOK, Second Edition**

From the Betty Crocker® Editors

Wiley Cloth \$30.99 ISBN: 0-471-75303-3 352 pages August 2006



#### **Holiday Survival Tips from Betty Crocker® and Dana McCauley**

- Mix it up this holiday season - do a cookie exchange with friends, neighbours and family. Saves baking time and you get a variety for the cookie tin.
- Starting out with packaged cookie mixes means adults can invest more time decorating cookies with the kids. Have decorating supplies ready such as Betty Crocker® frosting, sparkles and chocolate chips.
- Prepping the house for company – if everyone visiting will be in the family room and dining room, there's no need to clean every room. Focus on making the house comfortable and welcoming: it's about togetherness, not "white glove" inspections.
- This season prioritize the things that will add enjoyment to the holidays and let the less enjoyable tasks go. Make the time to reconnect with old friends and family. Try establishing some new family traditions such as volunteering to serve hot holiday meals to those in need.
- Want to have it all in place on Christmas Day but still enjoy the day yourself? Make side dishes and desserts ahead and reserve them in the freezer. That way half the cooking and the clean up will be done in advance.
- Show off your good taste by giving the gift of food. Make a completed dish or dessert, or create a gift basket kit that will allow someone you care about to make one of your favorite recipes at their house.
- Hungry for new cooking and baking ideas to spice up the holidays? Visit [www.everydaycelebrations.ca](http://www.everydaycelebrations.ca) for inspiration.