

**MORE TIME MOMS – Canada’s most organized
mom conquers time-crunch crisis with new
cookbook and apps that put fun – and nutrition –
back into family meals!**

DATE: July 5, 2010

Canadian Women in Time-Crunch Crisis

Recently, a report released by the Canadian Index of Wellbeing revealed that 20% of Canadians are experiencing the highest “time crunch” levels ever, and women are feeling the strain more acutely than men (*Toronto Star, June 15, 2010*). To the rescue comes **Joanne Lalonde Hayes**, creator of the hugely successful *More Time Moms Family Organizer* (now in its fifteenth year, with over 250,000 copies sold annually). Joanne has turned her prodigious organizational talents to creating a completely new and indispensable resource for time-stressed moms – ***More Time Moms Family Meals: Easy meal plans to help you keep your children healthy (\$24.95; Publication Date: August 18, 2010)***.

This new cookbook will do for mealtimes what the *Family Organizer* does for family time, and it comes amidst growing concern about the food our kids are eating.

Childhood obesity is reaching epidemic proportions in Canada, according to the Ontario Medical Association (*National Post, June 24, 2010*). Active Healthy Kids Canada Report 2010, the most comprehensive annual assessment of child and youth physical activity in Canada, states that “data from two regional studies shows that 15.2% of 2-5-year-olds are overweight and 6.3% are obese.” (Active Healthy Kids Canada is a charitable organization that advocates the importance of physical activity for children and youth.) Perhaps not surprisingly, given these statistics, a recent study at the University of Calgary that examined prepared baby and toddler foods available on supermarket shelves found that “of 186 different products, 63% [had] high levels of sodium or too many calories from sugar.” (*parentcentral.ca, June 28, 2010*)

More Time Moms Family Meals helps moms to meet the hurdles of combating childhood obesity and ensure that kids are well nourished. The recipes and snacks feature food prepared from scratch, with fresh, wholesome ingredients. The menus adhere to the principles and food group servings of Canada’s Food Guide, with plenty of variety and much to please even the pickiest of eaters. A nutritional analysis for each of the six weekly menus ensures healthy meal planning, with a list of resources, including Health Canada’s website, www.hc-sc.gc.ca, where moms can get nutritional information and download Canada’s Food Guide.

Six full weeks of complete and unique daily menus and recipes, time-saving strategies, and downloadable grocery lists are available from www.moretimemoms.com, or as free Apps for smart phones available from App stores.

Family-Tested Daily Menus

The kid-friendly recipes are compiled from the meals Joanne fed her children, including the best from her mom, sisters, friends and neighbours – all tested over and over again by many moms and families. The meals are designed to feed most families of 4, 5 or even 6 people, depending on the ages of the children.

All mom has to do to get started is to pick one of the six weekly menu plans, locate the corresponding grocery list, add two snacks per person per day, and do the shopping. For each menu week, there's a grocery list with exact quantities to match the menus. And with pre-prepared grocery lists, mom can delegate the shopping to dad or an older teen.

Good Economic Sense

The grocery and pantry check lists help ensure the kitchen is well stocked for the week ahead. Leftovers are recycled in creative adaptations for lunch box meals and as accompaniments for dinners. And to help once the shopping's done, there's valuable advice on preparing food ahead and keeping it fresh.

Nourishing Breakfasts

To start each day, there's a wonderful array of satisfying breakfast meals. A yummy **Oatmeal** medley, made from rolled oats, cooked with milk and enhanced with different fruits, nuts and berries, gets the family going on one of the weekdays in each of the six weeks. For Week Five, it's **Peanut Butter Oatmeal**, flavoured with cinnamon, maple syrup and vanilla, and mixed with walnuts and dried cranberries.

Cozy Weekend Brunches

What could be better than brunch for Sunday of Week One – **Blueberry Pancakes** made with rolled oats, wheat germ, flour, eggs, milk, and blueberries, and flavoured with vanilla served with a **Fruit Salad** composed of cantaloupe, bananas and blueberries?

Tasty Lunchbox Recipes

Healthy, satisfying and well-balanced, all the weekday lunches for each of the six menu weeks can be boxed. On Wednesday of Week Two the kids get one of the two weekly servings of fish recommended in Canada's Food Guide with tasty **Tuna Sandwiches** made with onion, celery and red pepper on whole wheat bread, topped with sliced Cheddar and tomatoes.

Family Dinners

When dinner time comes on weekends, what could be more satisfying than sharing a leisurely family meal? For Sunday of Week One there's a savoury **Sage Roast Chicken with Potatoes, Carrots, Onions and Broccoli**. On weekdays, feeding hungry tummies at the end of a school or work day is a challenge, so the weekday dinners are designed for ease of preparation with no compromise on taste. In Week One, Wednesday's dinner is scrumptious **Stir-fry Shrimp**, flavoured with garlic, hot pepper flakes, sherry, parsley, paprika, cayenne, and lemon juice, atop **Angel Hair Pasta**, complimented with a medley of **Snow Peas**, julienned carrots and red pepper.

Healthy Snacks

One of the best ways to control blood sugar and keep weight under control is to eat 5 or 6 small meals a day. Children, especially, benefit from having a nibble mid-morning, after school, and sometimes even at bedtime. *More Time Moms Family Meals* provides helpful tips and creative recipes for healthy snacks.

What could be better for a mom than to know she can provide delicious, nutritious meals for her kids, yet still have time to relax and share in the joys of family life? *More Time Moms Family Meals* is the answer to every time-stressed mom's dream.

Joanne Lalonde Hayes has an M.B.A. from McGill University and is an expert at providing time-management solutions for moms, and a firm believer in putting family first. A strategic planner for large corporations, it wasn't until she married and had three children that her organizational skills met the ultimate challenge. When her third child was born, she left the comforts of the boardroom to dedicate her time to her growing family, asking herself why chaos always seemed to surround her, especially at dinner.

These challenges, and her growing understanding that “too few people valued or respected the job of a mom,” became the seeds for *More Time Moms*. Joanne launched the first edition of what became the bestselling *More Time Cooks* series. Later, finding herself in need of a family-oriented planning calendar, Joanne was dismayed to find “absolutely nothing for moms” available on the market. Thus was born *More Time Moms Family Organizer* – the first family calendar in North America, so unique that it became its own calendar category.