



45 Darby Road, Suite E-2, Paoli, Pennsylvania 19301 610-296-4966 (p) 610-644-4436 (f)
Email: info@TheElevatorGroup.com Website: www.TheElevatorGroup.com

FOR IMMEDIATE RELEASE 12/8/10

Contact: Elizabeth Fisher 610-864-8091 info@diningwiththedollardiva.com or
Sheilah Vance svance@TheElevatorGroup.com 610-296-4966

Note to media: Fisher is available for interviews about how to put together easy, elegant and economical holiday gift baskets and menus on a budget.

Dollar store shopper's holiday dreams come true as Dollar Tree purchases 54,000 copies of her book

Bryn Mawr, PA--Elizabeth Fisher's dreams have come true. For most of the past year, Fisher has dreamed of seeing her book, *Dining with the Dollar Diva: Divalicious Menus with Ingredients Costing \$1 or Less*, on the shelves at the Dollar Tree stores where she frequently shops.

Fisher's dream is coming true this week, as 54,000 copies of her book are on their way to Dollar Tree stores nationwide, just in time for holiday gift purchases. *Dining with the Dollar Diva* has over 90 recipes with everything from appetizers to main dishes to desserts. "I'm always in the Dollar Tree store," said Fisher. "To have my book there is unbelievable." [ugh]

Dollar Tree stores recently purchased 54,000 copies of *Dining with the Dollar Diva* so they could have the book for sale in their stores during the holiday buying season when most cookbooks are purchased. And, yes, the book, normally \$15.95 retail, will be on sale for \$1.

"What could be more perfect in these economic times than a cookbook where all of the ingredients are \$1 or less?" asked Sheilah Vance, President and CEO of The Elevator Group, the book's publisher, based in Paoli, PA.

The author, who grew up with Vance, initially approached Vance late last year with the idea for a cookbook where there was a story behind every recipe. Vance enjoyed reading the few sample stories and recipes that Fisher sent her. Then, Fisher told Vance that she buys just about all of her food at the dollar store and had an idea of writing a cookbook using ingredients costing \$1 or less. "I told her to write that book first," said Vance.

Both Fisher and Vance thought the book would be perfect for dollar stores to carry, so they contacted Dollar Tree stores, which has stores nationwide. "When the book buyer got back in touch with us and said they wanted to buy 52,000 copies, we were floored," said Vance.

“Most authors are lucky if their books sell a few thousand copies. For a first time author’s book to sell this many copies is incredible.”

The cookbook alone makes a great holiday gift, said Fisher. But, she said, you can spend \$3 or \$5 at the Dollar Tree store and make a fabulous gift. Fisher has developed a list of gift baskets and gift ideas from \$3 to \$5 built around the cookbook and its recipes. The “ABC” gift basket or bag features apple pie filling, biscuit mix, and the cookbook (total \$3). The “ABCD” gift basket features almonds, brownie mix, the cookbook and a decorative dishtowel (total \$5). The “Fiesta Time” gift allows you to make the cookbook’s popular “Joe’s Chips” recipe, featuring tortillas, lemon pepper seasoning, salsa, and the cookbook (total \$4). “Soup’s On” features the cookbook, a big soup bowl, soup ladle, potholder and oyster crackers (total \$5).

“Dining with the Dollar Diva is about easy, elegant, and economical cooking,” said Fisher. “Now, by purchasing it at the Dollar Tree stores, budget conscious shoppers can put together easy, elegant and exquisite holiday gifts.”

Books can also be ordered in bulk from www.DollarTree.com for pickup at your local Dollar Tree store.

Dining with the Dollar Diva Gift Ideas for Dollar Tree Shoppers

\$1: The Dining with the Dollar Diva book, of course!

\$2: Wrap Dining with the Dollar Diva in festive gift wrap, or put it in a beautiful gift bag or a delicious Christmas stocking

\$3: the ABC gift: Apple pie filling, Biscuit mix, Cookbook (see recipe for Apple Dumpling with Warm Custard Sauce)

\$4:

- the ABCD gift: Almonds, Brownie mix, Cookbook, decorative Dish towel (see Brownie recipes)
- the Fiesta Time gift: tortillas, lemon pepper seasoning, salsa, cookbook (see Joe's Chip's recipe)
- the Cooking with Style gift: holiday dish towel, potholders, placemats, cookbook

\$5:

- the Soup's On gift: canned oysters, evaporated milk, canned potatoes, oyster crackers, a big bowl, cookbook (see Oyster Stew recipe)
- the Dipsie Doodle gift: mayonnaise, red pepper flakes, ketchup, dipping dishes, cookbook (see Dipping Sauces recipe)

See more economical gift ideas at www.diningwiththedollardiva.com.

###