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CONTACT: Elaine Krackau, PR by the Book, LLC | elaine@prbythebook.com | 512-733-5145

Mother's Day Miracle for Working Moms Focus on Positives of Business Travel

AUSTIN – The economy's downward spiral is forcing parents across the country to adjust their work loads. To keep their family's finances stable, many working mothers are either having to take on projects that may include more travel than they would like, or they are more uncomfortable declining assignments that call for time on the road. Turning down these trips is not a viable option in a recession with rising unemployment rates.

The angst mothers feel over business travel often goes unspoken, yet it is a common issue young families struggle with, sometimes weekly. *My Mommy's on a Business Trip*, a newly released children's book by Phaedra Cucina, is finding high acclaim from working mothers across America. Through the voice of a child, the story explores the unbreakable bond between mother and child – even when Mom has to leave town.

Establishing how deeply distressed mothers are regarding business travel, Cucina's book draws tears from women reliving those painful moments of separation from their children. "Every time the suitcase comes out of the closet, my two-year old son throws himself into the suitcase crying 'no go!' ... As my heart sinks and tears well in my eyes, I choke back the lump in my throat and tell [him] that mommy needs to go," says Jen Dorre, Sales Director for Microsoft.

This Mother's Day is the perfect opportunity to give working moms a much-needed break from feeling guilty about leaving the kids behind. *My Mommy's on a Business Trip* is a unique approach to a family discussion on children's fears and concerns in a fun, supportive way. A mother's responsibility to support her family is seen as less scary and more entertaining.

Cucina is president of DolceVita Woman, LLC and a working mother of two young children. The book's illustrations, created by veteran illustrator, Shelley Johannes, are entertaining to both children and adults as they depict the world of work through a child's eyes.

My Mommy's on a Business Trip is available for purchase exclusively online at www.mommytrip.com.

To schedule an interview with Phaedra Cucina or receive more information, please contact Elaine Krackau at elaine@prbythebook.com | 512.733.5145

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