



CARY FARLEY

*musician and author*



**Media Kit**

# mr. date night

## BOOK SPECIFICATIONS



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## ABOUT THE BOOK



Mr. Date Night says ... buy this funny and brilliant book on how to design the best dinner date ... ever!

Are you one of millions of singles out on the market, trying to impress that perfect someone? Have you just run out of creative and interesting ideas — and you need some help? Then you absolutely must invest in *Mr. Date Night*, the definitive guide to not only your perfect date, but also to the ideal dinner-date plans and recipes to serve tasty, nutritious meals to woo your love interest and impress her (or him) with your culinary skills.

An entertaining, funny and clever dating and dinner guide, Mr. Date Night “serves up” a wealth of tips, tricks and dating “essentials” to prepare the right ingredients for the perfect dinner date. Loaded with over 30 winning dates and recipes, readers will also enjoy an included copy of author and musician Cary Farley’s romantic *Unwind* CD 🎸 to put the finishing touch on every date in the book. From dates as funny as “The Optimist” to “Be My Fuzzy Valentine,” *Mr. Date Night* will have you roaring with laughter and pleasantly full after preparing and eating down-home barbeque to basic casseroles or lasagna.

*“Cary Farley serves up a delicious blend of dating tips and delightful recipes, guaranteed to woo the gal (and even the guy) in your life.*

*Mr. Date Night is the ultimate guide to the art of seduction.”*

CINDY SAMPLE, AUTHOR OF DYING FOR A DATE

*“Hilariously Funny! What guys will do to meet girls! A great book that shows both sexes’ truisms. A must read that is beyond entertaining!”*

SONJA FISHER, FORMER MRS. CORPORATE AMERICA, ACTRESS, MODEL AND BUSINESS WOMAN

*“His music is sweet, with rich sounds and fascinating progressions.”*

ED LANTZ, CEO, THE HARMONY CHANNEL



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## PRESS RELEASE



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### **LET MR. DATE NIGHT HELP YOU PLAN YOUR NEXT DINNER DATE AND SERENADE YOUR DATE TOO**

*Unique new and entertaining dating guide, cookbook hybrid combined with fabulous new CD titled *Unwind*  help couples across the nation enjoy successful dinner dates*

May 1, 2011, Sacramento, Calif. – Dating in the 21st century — it's not like it used to be. First young professional and even older folks are facing economic hardships brought on by this never-ending recession and often joblessness or low-paying jobs. Expensive and extravagant dates aren't in many people's budgets. Then there are those singles that prefer to stay in — the nightlife isn't for them. Either way, many guys are courting their gals by inviting them to dinner — at home, because that is an economical alternative to a five-star restaurant. But why discount a homemade dinner as nothing special? Why not make your next at-home date night the most romantic, intoxicating date ever? Well now you can with a little help from the dating expert known as *Mr. Date Night*.

*Mr. Date Night* is a fresh, funny and entertaining dinner-dating guide and cookbook hybrid that comes complete with a romantic CD a la classic Wyndham Hill Records all written by musician and new author Cary Farley, who also released the CD *Goodnight*, another romantic and beautifully orchestrated CD available through Farley's website. *Mr. Date Night* is a single person's essential "recipe" for creating a warm, romantic and enticing ambiance along with the perfect meal to woo the opposite sex. Not only does the book offer witty, entertaining and humorous advice on how to set up different kinds of dinner-date scenarios, from picnics to dates that involve children and from proposals to breakups; the book also features dozens of unique, tasty and nutritious dinner recipes including drink and appetizer suggestions. It doesn't leave anyone hanging and also provides "essential" tips and tricks to create the right ambiance. And then tops off this information by adding in a fantastic new CD also written by Farley titled *Unwind*. 

“I have been single, married and single again,” said Farley. “I think my single experience plus my interest in nutrition and food makes me the perfect person to create this ‘recipe’ for the perfect dinner date. I then add in my first love music and provide the *Unwind* CD 🎸 to ensure the most romantic dinner date ever.”

“Cary Farley serves up a delicious blend of dating tips and delightful recipes, guaranteed to woo the gal (and even the guy) in your life. *Mr. Date Night* is the ultimate guide to the art of seduction,” said Cindy Sample, author of *Dying for a Date*.

*Mr. Date Night* will be available for \$24.95 in major bookstores by summer 2011, can be purchase on Amazon, on Farley’s website at [www.caryfarley.com](http://www.caryfarley.com), or on the 3L Publishing website at [www.3LPublishing.com](http://www.3LPublishing.com). For more information, or to request a review copy, please send an email to [info@3LPublishing.com](mailto:info@3LPublishing.com).



# *mr. date night*


## FREQUENTLY ASKED QUESTIONS



**Q: What is the *Mr. Date Night*?**

A: *Mr. Date Night* is a single person's essential "recipe" for creating a warm, romantic and enticing ambiance along with the perfect meal to woo the opposite sex.

**Q: Is it just a cookbook?**

A: No, it contains over 30 recipes to make the perfect dinner, but also contain tips and tricks on how to go about and set up the date called "Essentials," which literally lists out date tools and suggestions like the kinds of flowers, candles or table set up to create the ideal ambiance. It also contains in the back of the book the much-mentioned *Unwind* CD  that is wonderful instrumental blend a la Wyndham Hill Records.

**Q: What qualifies a teacher and musician to write a book on dating?**

A: Farley has a master's degree in health science and grew up in a family where he learned how to cook from his mother. He loves to eat — and he enjoys orchestrating a great dinner date. He was single, married and once again single, and along the way learned a few tricks to creating a great dinner date. In this book, he shares that knowledge with other singles. Most of the recipes in the book are also personal and family recipes, which makes it particularly special.

**Q: The book is promoted as "funny?" How so?**

A: Farley has a great sense of humor. He didn't want to make it too serious. He wanted to write a book that would engage readers through shared humor in experiences. Why make dating boring? As most people know, dating can be far from boring. He just captured a lot of the truly absurd or true realities of being on the dating market, and in doing so, keeps readers engaged so they could just sit and read the book if they wanted.

**Q: Where can I get a copy?**

A: You can purchase it for \$24.95 on Farley's website at [www.caryfarley.com](http://www.caryfarley.com), 3L Publishing's website at [www.3LPublishing.com](http://www.3LPublishing.com), or on Amazon. It will be available in major bookstores in summer 2011.

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## ABOUT THE MAN



Cary Farley, an enthusiastic eater who loves to cook, is passionate about food, music and health. He feels that good nutrition plays an important role in our general health and well-being, and he has a master's degree in health science. Having spent his fair share of time as a single man who loves to cook, he thought he would combine his experiences — as well as his musical background — to write the perfect dating book that blends advice, food and music to help guys (and gals) learn the fine art of preparing a meal at home for their love interests.

*Mr. Date Night*, though, represents only one of his ongoing passions. He is also a professional musician, who was introduced to music by his mother and father. Cary was seven years old when he learned to play the organ and often performed at special care institutions and recitals. Cary currently resides in Northern California, where he continues to craft his music and teach health classes at a local high school. Cary enjoys working with his students, counseling them, sharing his own experiences to reach them, and encouraging them to set their own goals.



Aside from teaching, Cary is in high demand for concerts at intimate venues around Northern and Central California. With his authentic and distinct music style, Cary's music is widely used by the film and music industry and for the field of health and wellness. Cary just recently completed his latest CD, *Goodnight*. The new album features 14 beautifully composed tracks, which include piano, guitar, cello, violin and saxophone. Cary is now working on a new vocal CD.

# chapter one

## THE VANILLA DATE

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I like to think of the “Vanilla Date” just like it sounds — straightforward, nothing unusual about it; no added flavor, just simple, classic and traditional. I always reserve the “Vanilla Date” for someone I have just met that maybe I’m kind of waiting it out to determine if my initial “crush” will go anywhere meaningful.

A vanilla kind of girl is a question mark in my head. She’s typically attractive — maybe not totally hot — but sometimes the more you get to know someone the more attractive they become, so it’s worth the “experiment” to see whether she’s worth adding a little “chocolate and nuts” to the top. And maybe the “addition” to spice it up will happen on the second date ... or not. Maybe vanilla girl will stay just that — and we’ll have a simple dinner, say our good-byes, and if we’re really “unlucky” run into each other months later and enjoy one of those awkward moments where the underlying message is, “Why didn’t you call me again?” or “God! Get away from me!” Either way, you will be glad when the chance meeting is over.

So how do you prepare for the Vanilla Date? Well, since Vanilla is classic and Saturday night is classic date night, you always schedule the invitation for a Saturday night dinner — when else? At 6:00 p.m. for initial drinks and conversation before the main course.

### **Vanilla Date Essentials**

Here are your essential “tools” to set the ambiance for your Vanilla Date (notice nothing less than traditional is used):

- ♪ Get your background music ready — play the *Unwind* CD.
- ♪ Find some simple, white candles and place them in strategic locations such as the dinner-table centerpiece, the fireplace mantle or coffee table.
- ♪ If you’re a messy person, do yourself a favor and clean up. The Vanilla Date guy or gal is probably not interested in your pack-rat or hoarding ways, so clean it up ... or at the very least stuff it in the closet.
- ♪ Dim the lights for romance. Women like low lighting.
- ♪ Also, make sure you have quality toilet paper in the restroom!



*mr. date night says ...*

soft, comfortable toilet paper in your bathroom says a lot about you, such as you're not cheap and you care that she has something soft available to take care of her private business instead of lousy, sandpaper-like paper that irritates. Because no one likes to be "irritated."

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## Red-Wine Spaghetti Meal — Easy and Generic

Spaghetti is a safe meal. Most people like spaghetti. And it's very easy to make, doesn't take a lot of time, and tastes great.

**Drink:** Water or classic red wine

**Appetizers:** Cheddar cheese and Ritz crackers

### Red-Wine Spaghetti

- 1 standard package spaghetti noodles
- 1/4 lb ground turkey
- 1/2 green bell pepper
- 1 small shallot
- 2 large-button mushrooms
- 1 large can of your favorite spaghetti sauce
- 1/2 cup of red wine
- 1 loaf of French bread

**Dessert:** What else? Vanilla ice cream

**Step 1:** Boil water with drop of olive oil and salt and place noodles in pot.

**Step 2:** Bring noodles to a boil and simmer for 8-10 minutes.

**Step 3:** Brown ground turkey in skillet.

**Step 4:** Dice bell peppers, cut up mushrooms, dice shallot, sauté and mix in a pot with red wine and can of sauce and browned meat. Turn up heat to medium-high and bring to a boil. Let simmer for five minutes on low heat covered.

**Step 5:** Strain noodles and dump in bowl.

**Step 6:** Take sauce and dump in bowl to allow your date to add as much or as little sauce to her plate as she desires.

**Step 7:** Place both bowls of spaghetti and sauce family style on the table.

**Step 8:** Cut bread and warm in the oven for five minutes. Wrap in cloth napkin, place in basket, and set on table. Leave out a simple cube of butter to add to bread if desired.

**Step 9:** Serve your meal.