

THE LAST VOYAGE OF THE COSMIC MUFFIN

VALERIE T. PEREZ



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OF THE COSMIC MUFFIN**

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The Last Voyage of the Cosmic Muffin

Short Description

Valerie Perez was primed for adventure. After completing her time as a Peace Corps Volunteer in Micronesia, she met the captain of the seagoing sailboat, *Cosmic Muffin*. The landlubber and the sailor gave in to their passions and struck out together on an extended voyage to Hawaii and, ultimately, to the captain's home in California. In this delightful and compelling memoir, Valerie tells the story of falling in love with a man who eschews commitment, and spending months at sea enduring a relationship that runs as hot and cold as the Pacific currents.

What stirs the reader's heart in this very forthright memoir is the author's growth, specifically her ability to come to terms with the truth about this relationship...and her relationship to God.

Ultimately, Perez comes to understand that what really matters in life is self-respect, the ability to confront adversity, appreciating love and friendship in all their permutations, and an honest relationship with God.

Title: *The Last Voyage of the Cosmic Muffin*

ISBN: 1-4196-2878-X

Retail Price: 16.99

Binding: paperback, 6"X9" – 237 pages

Illustrations: charcoal and pencil sketches

A Memoir Guaranteed to Stir Heart, Passion and Faith

Valerie Perez's The Last Voyage of the Cosmic Muffin takes us on a seagoing journey of passion, humor, friendship and discovery.

Bean Station, TN (PRWEB) April 21, 2006 -- One woman's exciting and sometimes frightening journey to learn about confronting adversity, daring to love, and bringing into her life a cherished relationship with God.

Valerie Perez was more than ready for adventure. After serving as a Peace Corps Volunteer in Micronesia, she met the charming captain of a seagoing sailboat, Cosmic Muffin. The expert sailor, the woman who had perfected the art of seasickness, and the sturdy sailboat struck out for Hawaii. By the time they arrived, the relationship had soured and landlubber Perez was ready to remain on terra firma and bid her lover good-bye. When the fates intervened and she found herself setting sail yet again—and this time along the perilous route to California—the author experienced life-changing bouts of introspection and faith.

What stirs the reader's heart in this very forthright memoir is the author's growth, specifically her ability to come to terms with the truth about the relationship to her sailor...and her relationship to her God. That she can reveal the latter, while neither proselytizing nor conveying the sense that she has discovered what few can, only adds to the enjoyment and honesty of this book.

In this delightful and compelling memoir, Valerie tells the story of falling in love with a man who eschews commitment and spending months at sea enduring a relationship that runs as hot and cold as the Pacific currents. What she ultimately learns is that life is about self-respect, the ability to confront adversity, appreciating love and friendship in all their permutations, and having an honest relationship with God.

About the Author

Born and raised in Saratoga Springs, New York, Valerie Perez served the US Army before she earned her MBA from the University of Michigan. At fifty, she joined the Peace Corps and was sent to the Federated States of Micronesia. The author has traveled through South America, Nepal and Thailand. She is a managing partner with Design Management Alliance and now lives in Bean Station, Tennessee.

For more information or for a free review copy please contact the author at info@valerieperez.com or 865-850-3093.

The Last Voyage of the Cosmic Muffin will be available in June. Order book online at ValeriePerez.com. It will also be available at Amazon.com, Borders.com, BookSurge.com, and through additional wholesale and retail channels worldwide.

Contact Information

Valerie Perez

<http://www.valerieperez.com>

865-850-3093

The Last Voyage of the Cosmic Muffin

About the Author

Valerie T. Perez



Born and raised near Saratoga Springs, New York, Valerie Perez at eighteen joined the US Army and spent three years in Alaska as a photo lab technician. She earned her undergraduate degree in business from Georgia State University in Atlanta and an MBA from the University of Michigan and is a managing partner with Design Management Alliance.

Shortly before her fiftieth birthday, she joined the Peace Corps fulfilling a lifelong dream. She was sent to the Federated States of Micronesia where she worked with disadvantaged youth.

After completing her time as a Peace Corps Volunteer, she met the captain of the oceangoing sailboat, *Cosmic Muffin*. The landlubber and the sailor gave in to their passions and struck out together on an extended voyage to Hawaii and, ultimately, to the captain's home in California.

The author has traveled and hiked through South America, Nepal and Thailand and now lives in Bean Station, Tennessee.

Valerie is available to speak about fulfilling life-long dreams, seeking travel adventure opportunities, and sharing her experiences about her self-promoted book tour.

To schedule Valerie Perez to speak to your group, organization or customers contact her at info@valerieperez.com or call 865-850-3093.

The Last Voyage of the Cosmic Muffin

Marketing Plan

I. Target Market

The Last Voyage of the Cosmic Muffin targets baby boom-era women who are remaking or desire to remake their lives at mid-life and are seeking inspiration to transform their lives. This might mean changing careers, leaving her marriage, going back to school, starting a novel or spiritual quest, opening a business, taking up extreme sports, or joining the Peace Corps.

II. Marketing By Publisher – BookSurge, LLC Charleston, SC. 1-866-308-6235 www.booksurge.com

1. Targeted press release distribution – tailor made for distribution to genre and region, fifty contacts/outlets per release.
2. Listed with Bowker Books and other retail and wholesale channels.
3. Book listed as “Featured Title” on booksurge.com online bookstore.
4. Review by Ellen Tanner Marsh.

III. Marketing By Author – Valerie T. Perez

1. Website with ability to purchase book, read excerpts, learn about voyage, view photos, and keep up with book tour adventure.
2. Marketing campaign literature includes:
 - a. Pre-published announcements to 250 libraries and independent bookstores.
 - b. Press release follow-up to 250 libraries and independent bookstores.
 - c. Announcements and press releases to sailing and adventure magazines.
 - d. Press releases to 30 newspapers in targeted region.

The Last Voyage of the Cosmic Muffin
Marketing Plan - continued

III. Marketing By Author – Valerie T. Perez

3. Book Tour

- a. Banner advertisement for *The Last Voyage of the Cosmic Muffin* on the side of RV notifying public that author is onboard and website address.
- b. Thirty city tour of east and gulf coast small and mid-cities markets with sailing/marine interest.
- c. Book signings and library presentations in each city.

4. Media

- a. Query to targeted region newspapers for featured articles.
 - b. Featured story during Book Tour in *Saratogian*, hometown newspaper in Saratoga Springs, New York.
 - c. Local radio interviews.
 - d. Newspaper articles about tour, author and book in targeted cities.
 - e. While on tour, Valerie Perez will call in and speak about her RV adventures on *Camping in the Zone with Camper's Corner* on 100.3 WNOX NewsTalk, Knoxville and 104.5 *The Zone*, Nashville. Show airs 8 AM – 9 AM Eastern, Sunday mornings with host Raymond Brody.
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The Last Voyage of the Cosmic Muffin Competitors in target market

The Last Voyage of the Cosmic Muffin is for the middle-aged female reader in search of adventure, love, and a renewed spirituality. Valerie T. Perez takes us on a sea-going journey of passion, humor, friendship, and discovery. In this delightful and compelling memoir, Valerie tells the story of falling in love with a man who eschews commitment and spending months at sea enduring a relationship that runs as hot and cold as the Pacific currents.

Unlike the women in other ocean voyage tales such as *Maiden Voyage* by Tania Aebi and Bernadette Brennan and *Red Sky in Mourning* by Tami Oldham-Ashcraft, Valerie is not a starry-eyed youth following a dream. What stirs the reader's heart in this very forthright memoir is the author's mid-life growth, specifically her ability to come to terms with the truth about the relationship to her sailor...and her relationship to her God. Nor was she plagued with despair as the impetus for the voyage as in the travelogue of *Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia* by Elizabeth Gilbert. If searching the self-help relationship bookshelves and finding *For Women Only: What You Need To Know About The Inner Lives of Men* by Shaunti Feldhahn, then Valerie shares a case study of a relationship with an arrogant, single-minded loner and how to survive the disappointment when love is not returned.

The Last Voyage of the Cosmic Muffin
Available for Book Signings and Speaking Engagements

Step outside your comfort zone and live a little!

The details are legion, but the templates are pretty much the same: settled woman in her middle years, operating largely on automatic pilot, realizes she is discontented. She yearns for something different—more adventure or fulfillment, more intimacy or independence—and resolves to do something about it before it's too late.

It might mean changing careers, leaving her marriage, going back to school, starting a novel or spiritual quest, opening a business, taking up extreme sports, or joining the Peace Corps. And that is what Valerie Perez did.

Perez, 52, joined the Peace Corps when she was 49 and spent 16 months in Micronesia—not the Sudan, or Colombia or Bangladesh, although she would have gamely gone to any one of those places, too. Instead, she was assigned to a South Pacific paradise.

Her MBA helped get her in the Peace Corps, but she spent most of her time working with disadvantaged and special needs kids. It was hardly a specialty—she had only worked with children briefly once before in her entire life. But it was part of an adventure that fulfilled a lifelong dream to join the Peace Corps. That was only the start of her amazing and unexpected journey.

While in Micronesia, she met the captain of the *Cosmic Muffin*, a 40-foot sailboat on the last leg of a four-year cruise to Australia. She signed on to crew the rest of the way, though she'd never sailed before. It was just Valerie and the Captain, setting course across the expansive Pacific.

A lot happened along the way. She has written a book, *The Last Voyage of the Cosmic Muffin*, documenting her journey. It will come out in June 2006.

Valerie is available to speak about fulfilling life-long dreams, seeking travel adventure opportunities, and sharing her experiences on her self-promoted book tour.

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The Last Voyage of the Cosmic Muffin

Reviewed by Ellen Tanner Marsh, a New York Times Best-Selling Author

A feisty woman charts a bold new course for her life in the charming and wickedly funny *The Last Voyage of the Cosmic Muffin*. Valerie Perez had planned to take time off from her life and write about her years in the Peace Corps, envisioning a hiatus of calm solitude while she penned her memoirs. But instead she set sail with Captain Shep Harris, an old boyfriend, and suddenly her calm waters became more than a little turbulent.

In pitch-perfect prose, Perez details the trials and tribulations of life—and sometimes romance—at sea, as she and Shep set sail on the *Cosmic Muffin* from California to Hawaii. Armchair travelers, we are drawn into this seaboard existence, seeing the stars pronging the sails at night, the flying fish that land on deck, and even the birds that fly, unaware, into the mast. Time itself seems to stop as we learn about Perez’s past and try to figure out her future right along with her.

Ellen Tanner Marsh, a New York Times Best-Selling Author says Valerie Perez writes like a dream. Her chronicle is not only a fascinating travelogue of an ocean voyage, it’s the journey of a relationship which, like the ship itself, endures calm waters and choppy seas. It’s also the story of a woman who begins to grow more intimate with God and discovers a spirituality she never knew she had. Frank and funny, this is a marvelous memoir for anyone wondering when their own ship might come in—or when it might sail off toward the horizon in pursuit of something unexpected and perhaps even better.

Wingin' It: Step outside your comfort zone and live a little

JILL WING, The Saratogian

05/14/2006

Valerie Perez is living my life. She has made me wonder why I am not living my life.

Perez, 52, joined the Peace Corps when she was 49 and spent 16 months in Micronesia -- not the Sudan, or Colombia or Bangladesh, although she would have gamely gone to any one of those places, too. Instead, she was assigned to a South Pacific paradise.

Her MBA helped get her in the Peace Corps, but she spent most of her time working with disabled and special needs kids. It was hardly a specialty -- she had only worked with children briefly once before in her entire life. But it was part of an adventure that fulfilled a lifelong dream to join the Peace Corps. That was only the start of her amazing and unexpected journey.

While in Micronesia, she met the captain of the Cosmic Muffin, a 40-foot sailboat on the last leg of a four-year 'round the world cruise. She signed on to crew the rest of the way, though she'd never sailed before. It was just Valerie and the Captain, setting course across the expansive Pacific.

A lot happened along the way. She has written a book, 'The Last Voyage of the Cosmic Muffin,' documenting her journey. It will come out in June.

The more Valerie and I talked, the more convinced I was that my life has seriously stalled.

Ironically, I'd had a conversation with the Lumby Lady, Gail Fraser, about how, as we get a little older, we become less adept at change. We get hung up and comfortable in our routines and if we stray just a little it can throw us for a personal loop.

Gail traveled extensively in her executive post at Accenture before she became a writer. She described the red-eyes she'd fly into far-flung world capitals, change clothes, do business, leave and, within 24 hours, be off on another flight to another business meeting in another world capital -- week after week, month after month, year after year.

'I don't know how I did that,' Gail said over lunch at the Olde Saratoga Cafe and Bakery in Schuylerville. 'I couldn't do that now. Wouldn't even want to do that now.'

But Gail has found another way to reinvent herself. She is hardly sitting still or stuck in a monotonous routine. Before lunch, we were bouncing around her Greenwich homestead-under-construction in Huey, an ATV dump truck. And she taught me to drive Bertha, a front-loader with a backhoe. I even picked up a pile of debris with Bertha's big mouth and dumped it.

Unfortunately, our adventures in Lumbyland flattened one of Huey's tires. Definitely more fodder for her Lumby series.

I guess the point of all this gushiness is that comfort and routine are over-rated -- and boring. Too many of us think the window of adventure closes around mid-life. You might have to lube the parts more often, but if they still work there's every reason to run that Studebaker into the ground.

Valerie is off on a road trip in an RV from June to October to promote her book up and down the East Coast.

Her cruiser on the East Coast journey is her parents' (Manny and Florence Perez of Saratoga Springs) 20-year-old RV. She has invited me along for a ride. I'm there.

Jill Wing is a feature writer at The Saratogian. Wingin' It is published alternating Sundays in the Life section. E-mail her at jwing@saratogian.com. ©The Saratogian 2006

The Last Voyage of the Cosmic Muffin

Book Tour Cities and Schedule

Leg 1: Northeast

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|--------------------------|---------------|
| 1. Saratoga Springs, NY | July 15-30 |
| 2. Gloucester, MA | August 1-3 |
| 3. Plymouth, MA | August 4-6 |
| 4. Hyannis, MA | August 8-11 |
| 5. New Bedford, MA | August 13-16 |
| 6. Fall River, MA | August 18-20 |
| 7. Providence, RI | August 22-24 |
| 8. Mystic, CT | August 26-28 |
| 9. New London, CT | Aug 30-Sept 1 |
| 10. Oyster Bay, NY | Sept 3-5 |
| 11. East Islip, NY | Sept 7-9 |
| 12. Saratoga Springs, NY | Sept 10-14 |

Leg 2: South East

- | | |
|--------------------------|---------------|
| 1. Annapolis, MD | Sept 16-19 |
| 2. Virginia Beach, VA | Sept 21-23 |
| 3. Wilmington, NC | Sept 25-27 |
| 4. Myrtle Beach, SC | Sept 29-Oct 1 |
| 5. Charleston, SC | Oct 3-5 |
| 6. Savanna, GA | Oct 7-9 |
| 7. Fernandina Beach, FL | Oct 11-14 |
| 8. Daytona, FL | Oct 16-19 |
| 9. Naples, FL | Oct 21-23 |
| 10. Ft Myers, FL | Oct 25-27 |
| 11. Tampa, FL | Oct 29-31 |
| 12. Atlanta, GA | Nov 3-5 |
| 13. Knoxville, TN | Nov 7-9 |
| 14. Saratoga Springs, NY | Nov 13-15 |

Leg 3: Other

- | | |
|------------------------|---------------|
| 1. Honolulu, Oahu | Nov 16-20 |
| 2. Lahaina, Maui | Nov 21-25 |
| 3. Kaulia-Kona, Hawaii | Nov 25-Dec 15 |
| 4. Houston, TX | Dec 16-19 |

To arrange a book signing or presentation in your city, contact Valerie Perez at 865-850-3093 or info@valerieperez.com.

The Last Voyage of the Cosmic Muffin
 Tour Budget

Pre-publishing Cost

Editing, Printing, PR, Cover	\$4,440.00	
Sketches	\$125.00	
Proof	\$300.00	
Web	\$85.00	
GoEmerchant	\$250.00	
Credit Process fee	\$150.00	
Phone	\$300.00	
Internet	\$240.00	
Marketing Material	\$2,000.00	
Office Supplies	\$300.00	
	<u> </u>	\$8,190.00

Post Publishing Expenses

Cost of Book	\$7,012.50	
Gas	\$5,100.00	
Vehicle		
Maintenance	\$1,000.00	
RV Camp Sites	\$2,700.00	
Meals	\$1,200.00	
Postage	\$350.00	
	<u> </u>	\$17,362.50
		\$25,552.50

Income

Tour Sales	\$23,361.25	
Presale	\$2,197.00	
	<u> </u>	\$25,558.25
Profit/Loss		\$5.75

Books Sold by Author

Breakeven Number	1375	\$5.75
	1500	\$1,492.00
	2000	\$7,437.00
	3000	\$19,327.00
	5000	\$43,107.00



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