

## FOR IMMEDIATE RELEASE

Of Interest to: Arts/Entertainment/Food/Television Editors

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*The Hippy Gourmet TV Show signs with the prestigious Sanford J. Greenburger Associates literary agency for the Hippy Gourmet Cookbook and Guide to the Universe series of books.*

San Francisco, California – April 26, 2004 – Today The Hippy Gourmet TV Show signed Peter Harrison McGuigan from the firm of Sanford J Greenburger Associates as the exclusive literary agent for the Hippy Gourmet Cookbook and Guide to the Universe series. Sanford J. Greenburger is a world recognized literary agency, representing best selling authors and titles, ([www.greenburger.com](http://www.greenburger.com)).

Mr. McGuigan was drawn to represent the Hippy Gourmet show's cookbook series when he heard about the show on national public radio's Talk of the Nation show with Neil Conan. "As soon as I heard about The Hippy Gourmet Show, I instantly felt that this was a television series destined for great success." Mr. McGuigan continues, "Here it is, finally, a television series that understands the balance of family style recipes, combined with sustainable living and food source philosophies that enlightens while it entertains viewers to the possibilities of a better, simpler life."

The Hippy Gourmet Cookbook and Guide to the Universe will include a multiple set of instructional cookbooks, combined with philosophical and humorous anecdotes based on the life and times of this increasingly successful television cooking series.

In a related story, Apple Computer will also be featuring The Hippy Gourmet TV Show in a nine page article posted to the Apple Computer website ([www.apple.com](http://www.apple.com)), also attributed to the NPR coverage on Hippy Gourmet's use of Apple Macintosh computers and Final Cut Pro software in producing and editing all of their shows.

### About the Hippy Gourmet TV Show

The Hippy Gourmet is a weekly, 30-minute cooking series now in it's fourth successful season. Reaching over three million homes each week from Northern California to Minnesota, the series is set to begin broadcasting recipe segments on PBS this summer. Bruce Brennan is the host of the Hippy Gourmet show and is an original flower-power gourmet chef and expert on natural, sustainable and organic ingredients. The Hippy Gourmet Show is produced and directed by James Ehrlich, a television and media professional who has produced for network television.

### About Peter Harrison McGuigan

Reflective of his background in both general trade and science publishing, Peter is drawn to smart, offbeat non-fiction, particularly works of narrative non-fiction on pop culture niche history, biography, music and science. He works closely with each author to develop innovative, rock-solid proposals and manuscripts, and is happiest when representing controversial, out of the ordinary or provocative subjects and authors. Peter studied creative

writing, journalism and literature at Virginia Tech and Virginia Commonwealth University, and has a degree in English.

#### About the Sanford J. Greenburger Agency

Books, their writers, and their agents tell the story of Sanford. J. Greenburger Associates. Its prestigious reputation, built representing such icons as Kafka and Sartre, provides the foundation for the dynamic and independent spirit of the agency today. With over two dozen New York Times bestsellers in two decades, SJGA provides representation to contemporary authors ranging from Nelson DeMille to Nicholas Sparks.

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The Hippy Gourmet TV Show

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