



**For Immediate Release**  
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## **Fox Valley Business Owner Creates Charity Cookbook to Benefit Local Toys for Tots and the Estimated 3,000 Children In Need**

**Appleton, WI**—With the holiday season around the corner, Jen Heran—owner of No Worries Home Boutique and mother of three—knows first-hand the anticipation and excitement the holiday season brings to children. But, without the help of Heran and dozens of business owners in the Fox Valley, the Fox Valley Toys for Tots estimates that over 3,000 kids could go without shiny wrapped packages under the tree this year. To combat this growing need, Heran gathered together friends, family, and customers to create a hardcover, professionally printed charity cookbook that includes 750 favorite recipes. No Worries Home Boutique has pledged to give 100% of proceeds from the cookbook to the local Toys for Tots.

A true philanthropist at heart, Heran could not ignore the nagging image of a child left empty-handed this year. She made the decision to help tackle the problem by leveraging her business savvy for more than just selling unique household décor and gifts this year. The first annual charity cookbook is not only a great gift for friends and family, but more importantly, will transform a child's Christmas or Hanukah celebration. Heran knows that "a lot of families in our area are going through a very rough time, and this book is our way to help." Toys for Tots anticipates the number of requests for donations to increase again this year.

Heran is an advocate of the "pay it forward" philosophy and believes that "being able to remove the stress of paying for a child's holiday gift is our way to give back to the community and make a difference in someone's life." The mother of three small children, Heran knows how exciting Christmas morning is to a child, and how important it is for a parent to make that day special.

The charity cook book features a wide array of recipes, from Pomegranate Lemonade Spritzers to easy-to-cook entrees like Jambalaya, Santa Fe Chicken and Tabasco Burgers. The cookbook may be purchased in store or online at [NoWorriesHomeBoutique.com](http://NoWorriesHomeBoutique.com) for \$18.95. Heran is already accepting recipes for next year's book. They can be submitted at her store, via email, or through the store's website.

No Worries Home Boutique is also a drop-off location for the Toys for Tots program and is located in the Trasino Park development on North Casaloma Drive in Appleton. The boutique offers unique items for the home, table, and baby. They have a wide variety of serving pieces, accent pieces, and barware, which reflect the motto, "We celebrate you, your home, and your family and think you should surround yourself with things as unique as you."

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**For more information on No Worries Home Boutique, please visit**  
**[noworrieshomeboutique.com](http://noworrieshomeboutique.com) or to schedule an interview with Jen Heran,**  
**please contact Kristen Schremp at [Kristen@kaspolicy.com](mailto:Kristen@kaspolicy.com) or 703.928.5527**