

PRESS RELEASE – FOR IMMEDIATE RELEASE

**RADICAL HOMEMAKERS: RECLAIMING DOMESTICITY FROM A CONSUMER CULTURE**

**BOOK:** RADICAL HOMEMAKERS: RECLAIMING DOMESTICITY FROM A CONSUMER CULTURE

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Is there a way to eat locally, conserve fossil fuels, cut down on pollution, revive the economy and live happier lives? Absolutely. "Bring back the homemaker," says Shannon Hayes, Ph.D., author of the soon-to-be released book, *Radical Homemakers: Reclaiming Domesticity from a Consumer Culture*.

Herself a Radical Homemaker, and author of *The Grassfed Gourmet* and *The Farmer and the Grill*, Hayes chose her life path as a way to require less income, to live a more ecologically balanced life, to be more fully involved with her family and farm, and to have the personal freedom to pursue her intellectual and creative passions. She and her husband soon discovered that they were able to have a rich, pleasure-filled life and raise two children on less than \$45,000 per year.

Hayes' family was not alone. As her research unfolded, she learned that Radical Homemaking is a budding social movement across the United States. So she packed up her family, boarded a train, and took off across the country to meet fellow homemakers. She found that Radical Homemakers were both men and women. Some were married, some were single parents, some lived alone. Most of them lived on incomes that placed them at 200% of the Federal Poverty Level. They could be found in rural communities, suburbs, and even in the heart of the city. In her book, Hayes explores what makes their lifestyles work. She reveals how it is possible to be a homemaker in an era that has benefitted from feminism, where the care of the home is no longer equated with mind-numbing drudgery, economic insecurity or relentless servitude.

Hailed by critics as "brilliant," "breathtaking," "visionary," "well researched," "mind-bending" "thoroughly enjoyable" and "practical," Hayes' newest work is an important book for our times. A glimpse through the pages tells the stories of empowerment, happiness, deep challenge, personal fulfillment, independent thought, creativity, and the possibility for profound social, ecological and economic change.

More information about the book, along with reader resources, are available at [theradicalhomemaker.net](http://theradicalhomemaker.net).

*In an effort to keep with the "green theme" of the book, we are asking all representatives of the press to seriously consider if an electronic copy will suit their needs. Hard copies will be made available to those who require them.*

## ADVANCE PRAISE FOR RADICAL HOMEMAKERS

“The world is moving towards a tougher period, when the relative ease and luxury we’ve known will be tested. But that test can deepen our family and community lives, as Shannon Hayes shows, providing more of us-of both genders-become homemakers.”-**Bill McKibben, author of *Eaarth: Making a Life on a Tough New Planet* and *Deep Economy: The Wealth of Communities and the Durable Future***

“Imagine women with master degrees and PhDs who choose home over career advancement. Imagine wives (and husbands) who reject the false promise of endless paid labor to tend gardens and children and friendships. In a time when Wall Street MBAs-producing nothing of value but rewarded with million-dollar bonuses and blinded by greed-have driven our country to bankruptcy and despair, Shannon Hayes' stories of women and men who choose simplicity, authenticity and community inspire hope. Outside the boxes of both conservatives and liberals, this book is radical thinking at its best. Read it and think.”-**John de Graaf, coauthor of *Affluenza* and director of *Take Back Your Time***

“Brilliant, visionary, and practical. This is a mind-bending book that will forever change your view of human possibility and compel you to rethink your life. My highest recommendation.”-**David Korten, author of *Agenda for a New Economy* and *The Great Turning*, and board chair of YES! magazine**

“Shannon Hayes retrieves the word ‘homemaker’ from being a sort of quaint, yellowing doily laid in the sideboard, along with frugality and simplicity, and shows how radical, indeed, it is to take responsibility for the health of your family, community and world by raising wonderful food, wonderful kids and a wonderful ruckus in the face of injustice or greed. She and her husband had the courage to ‘do the math’ and see that a double-income life was not worth living (and was barely worth the money). They also had, as most radical homemakers do, the canny ability to question the standard assumptions about the good life . . . they could develop the skills, patience, and community connections of homemaking while keeping their minds sharp and their lives relevant. At a time when many of the pillars of our security are wobbly—the economy, oil and water and mineral supplies, climate predictability—I predict that *Radical Homemakers* will become a bible for those seeking to make their lives more manageable, safe, and deeply fulfilling.”-**Vicki Robin, coauthor of *Your Money or Your Life* and host of [yourmoneyyourlife.info](http://yourmoneyyourlife.info)**

"The real 4-Hour Workweek. Reclaim and upgrade your life with this urgently needed work from the integrity-driven soul of Shannon Hayes. No lives of quiet desperation here: rejecting outmoded, inauthentic and toxic societal practices, Shannon and her peers do nothing less than redesign the work-life-success paradigm. Breathtaking, scholarly, passionate and inspiring."-

**Holly Hickman, Radical Homemaker, former Fox News Radio reporter and creator of SustainableSuppers.com**

*Shannon Hayes is the host of The Radical Homemaker.net She is the author of The Grassfed Gourmet, Radical Homemakers, and several other titles. Hayes holds a Ph.D. in sustainable agriculture and community development from Cornell University, and works with her family raising grassfed and pastured meats on Sap Bush Hollow Farm in Upstate New York. Her work has appeared in numerous venues, including the New York Times and Northeast Public Radio.*

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