

PRESS RELEASE

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Carol Kicinski to discuss *Simply Gluten Free* magazine at Magazine Innovation Center's ACT 4 Experience

Carol Kicinski, founder and editor-in-chief of *Simply Gluten Free* magazine, will be a panelist at the ACT 4 Experience at the Magazine Innovation Center at the University of Mississippi's Meek School of Journalism and New Media in Oxford, Mississippi. The event will be held from November 5-7.

Being the most successful launch of a food magazine in the last half decade will make *Simply Gluten Free* magazine a topic of interest for attendees.

The Magazine Innovation Center, founded by Samir "Mr. Magazine™" Husni, has been the center for the ACT events for the past three years. This year, the ACT 4 Experience promises to be just as educational and entertaining as the last three. The ACT event, which stands for Amplify, Clarify and Testify, is dedicated to discussing trends, sharing new media information, and learning how to be successful in the magazine business.

Diagnosed gluten sensitive 20 years ago, Kicinski wanted a platform to share her recipes and lifestyle tips, so she created a website in 2007. The site quickly became one of the top gluten and allergen free sites in the world.

Kicinski became the founder and editor-in-chief of *Simply Gluten Free* magazine after she decided to build on her passion to share gluten-free recipes and lifestyle tips with readers around the country. With her husband, Thom Kicinski, as the executive publisher, they worked together to publish the magazine.



Launched in November 2012, *Simply Gluten Free* magazine has grown to be the highest selling gluten-free magazine in health food store national chains across America.

The success of *Simply Gluten Free* magazine caught the attention of Samir Husni in spring 2013 when he interviewed Carol and Thom for the Mr. Magazine website.

Carol and Thom Kicinski will be part of the "Celebrating Magazine Launches" panel that will take place on Wednesday, November 6 from 10:15 a.m. to 11:35 a.m. They will discuss various experiences, tips and information they have learned in the past year since the magazine's inception.

The ACT 4 Experience is an exclusive event, featuring 25 speakers. To find out how to attend and for more information about this event visit www.maginnovation.org/act/info.

About Carol Kicinski:

Carol is a magazine editor-in-chief, monthly syndicated TV chef, cookbook author and popular website blogger. Diagnosed with gluten sensitivity more than 20 years ago, Kicinski has since become a well-known gluten-free personality. She is the founder and editor-in-chief of *Simply Gluten Free* magazine, one of the top gluten-free magazines in America. Carol is in her fourth season as a monthly syndicated gluten-free chef on NBC-based WFLA-Tampa Bay's *Daytime* TV show. She is the author of two successful cookbooks and has been published in more than 650 newspapers and magazines across the country. Simply Gluten Free can be viewed at www.SimplyGluten-Free.com

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