

PRESS RELEASE

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Gluten-free TV chef Carol Kicinski advocates and informs during Celiac Awareness Month

May 14, 2014 – What do stomach pain, bloating, diarrhea, migraines, skin rashes, depression, malabsorption and neurological issues have in common? They are all potential symptoms of celiac disease or gluten sensitivity.

Celiac disease is an autoimmune reaction to gluten, which can cause a range of symptoms from digestive issues to neurological problems. The disease is often misunderstood, disregarded or associated with the gluten-free diet fad. This causes an estimated 83% of Americans who have celiac disease to remain undiagnosed or misdiagnosed with other conditions.

Fortunately for many, May is Celiac Awareness Month, the time of year when those in the gluten-free community come together to raise awareness and try to change common misconceptions about a serious disease that plagues 1 in 133 people.

Carol Kicinski, gluten-free TV chef and magazine editor-in-chief, is part of that community of gluten-free advocates. Her mission is to raise awareness while offering beautiful, simple solutions to those who need to be gluten-free.

“Finding out that you have celiac disease or gluten sensitivity can be a difficult time in a person’s life,” Carol said. “I like to show people that it doesn’t have to be difficult because there’s an abundant world of naturally gluten-free food and great products out there,” she said. “You just have to look at the world of food in terms of what you CAN eat, not what you can’t.”

Kicinski’s gluten-free journey started more than 20 years ago when she was diagnosed with gluten sensitivity. She founded Simply Gluten Free in 2007 as a gluten-free lifestyle and recipe blog. It quickly became one of the most popular allergen-free lifestyle blogs in the country.

In November 2012, Kicinski launched *Simply Gluten Free* magazine, a lifestyle magazine dedicated to gluten and allergen free living. The current issue of *Simply Gluten Free* focuses on celiac awareness.



Not only does Kicinski bring celiac awareness to website and magazine readers, but she also brings awareness – and delicious recipes – to more than 80 million households on *Daytime* TV as America’s gluten-free voice.

In her fifth season as a monthly guest chef on NBC-based WFLA-Tampa Bay’s *Daytime* TV show, Carol shares a new recipe and gluten-free tips on each monthly episode. This month she will share her fantastic recipe for Gluten-Free Blueberry Crisp as she talks with show hosts Cyndi Edwards and Jerry Penacoli about her experiences living the gluten free lifestyle.

Carol’s gluten-free segment airs the third Thursday of every month. She will be featured on the show this Thursday, May 15, at 10 a.m or 11 a.m, depending on your local station.

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 fifth season as a monthly syndicated gluten-free chef on NBC-based WFLA-Tampa Bay’s *Daytime* TV show. She is the author of three 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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