

PRESS RELEASE

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Malory Speir, Editorial Coordinator
Simply Gluten Free, Inc.
Phone: 727-738-5735
malory@simplygluten-free.com

Carol Kicinski of Simply Gluten Free continues to provide informative content to *Daytime* TV's viewers

Tampa, Fla. – For the last five years, NBC-based WFLA-Tampa Bay's *Daytime* TV show has featured a monthly gluten-free TV cooking segment with the founder of Simply Gluten Free, Carol Kicinski. The segment is the longest-running gluten-free cooking show on TV and is still going strong today.

This week on *Daytime*, Kicinski will share her delicious recipe for a Gluten-Free, Grain-Free Peach Almond Tart. Kicinski will give step by step directions on how to whip up this quick and easy summer treat. The show airs Thursday, August 21, at 10 a.m. or 11 a.m., depending on your local station.

While many media outlets jumped onto the gluten-free bandwagon after it became popular, producers of *Daytime* TV saw a need for gluten-free content long before. They recognized the celiac and gluten-free community's desire for cooking segments tailored to their particular diet needs, so they reached out to Carol Kicinski.

As one of the most popular gluten and allergen free lifestyle bloggers and cookbook authors in the country, Kicinski was in a unique position to offer informative content to *Daytime*'s viewers. And so, she soon became known as America's gluten-free voice.

Kicinski is currently in her fifth season on the show and brings a new recipe and useful tips to each monthly episode. Show hosts Jerry Penacoli and Cyndi Edwards are always delighted to try Carol's recipes and are consistently surprised that they taste just the same if not better than traditional gluten-filled foods.

The show airs the third Thursday of each month and is syndicated to more than 130 U.S. markets, reaching 191 television stations in more than 140 cities and DISH TV.

"My relationship with *Daytime* TV has helped to expand my reach to more and more people in the gluten-free community who are in need of beautiful, simple solutions to living a happy and healthy gluten-free life," Kicinski said. "I am just as thrilled today to be their gluten-free TV chef as I was almost 5 years ago when they first asked me to be part of their show."



Carol Kicinski, left, with Cyndi Edwards of *Daytime* TV

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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