

# PRESS RELEASE

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## A pioneer of gluten-free TV content, *Daytime* continues featuring Carol Kicinski as America's Gluten-Free Voice

Tampa, Fla. – Back in 2009, before gluten-free content gained popularity, NBC-based WFLA-Tampa Bay's *Daytime* TV show recognized the need to reach out to the celiac and gluten sensitive community with culinary segments and informative content. Producers met with Carol Kicinski of Simply Gluten Free, and planned a test-run of the segment.



After it aired, the feedback from the gluten-free segment was so overwhelming that producers called Kicinski back and it soon became a monthly feature. Prior to this, Kicinski had been blogging and building up her brand in the gluten-free community since 2007. As one of the most popular allergen-free lifestyle blogs in the country, Kicinski was in a unique position to offer informative content and delicious recipes to *Daytime*'s viewers of more than 80 million households monthly.

Kicinski is now known as America's gluten-free voice, and is in her fifth season as a monthly guest chef on *Daytime*. She shares a new gluten-free recipe and tips on each monthly episode as she talks with show hosts Cyndi Edwards and Jerry Penacoli about her experiences living the gluten-free lifestyle. 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.

Kicinski also went on to create the popular gluten and allergen free lifestyle magazine, Simply Gluten Free, which is now the most popular gluten and allergen free magazine on the market today.

“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.”

This Thursday, July 17 on the show, Kicinski will give viewers tips and step-by-step instructions to make her delicious recipe for Gluten-Free Chocolate Peanut Butter Baked Donuts.



### 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](http://www.SimplyGluten-Free.com)

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