

PRESS RELEASE

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Gluten-free advocate, Carol Kicinski, to appear on *Daytime TV* show to share 5 ingredient recipe

Tampa, Fla. – Get ready for a delicious, gluten-free 5 Ingredient Chocolate Chip Cookie recipe on the next episode of *Daytime TV*. Founder and editor-in-chief of *Simply Gluten Free*, Carol Kicinski, will show viewers how to make these simple and tasty cookies this Thursday, March 19, at 10 a.m. or 11 a.m., depending on your local station.

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

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 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 typically 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.

Look for Carol's new recipe this week and check back every month for even more delicious, gluten-free recipes.



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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