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Carol Kicinski is keynote speaker at Femfessionals Tampa Bay luncheon

June 27, 2013 – Tampa, Fla. – Carol Kicinski, founder of Simply Gluten Free, Inc. and editor-in-chief of *Simply Gluten Free* magazine spoke at Femfessionals Tampa Bay’s luncheon today about her success as an entrepreneur.

Kicinski founded Simply Gluten Free in 2007. What started as a personal blog where Kicinski could share her most requested recipes with her friends and family turned into a profitable and passionate business venture.

Before the success of Simply Gluten Free, Kicinski and her husband took a break, traveled and worked on philanthropy projects. After 10 years they decided they wanted to start a new adventure. Kicinski looked at her blog and her love of food and wondered if there was a way to expand it.



“I remember getting 100 hits in one day and I thought ‘Wow!’ I don’t get 100 guests to my home in a day, so 100 hits are great!” Kicinski said. After posting wonderful recipes and photos the hits increased and in came the advertisers, allowing her to expand. The website now gets more than 775,000 hits monthly and more than 160,000 unique visitors per month.

The event offered attendees the opportunity to hear the story behind her success and to be inspired by it as well. “I know two things about myself: I know I can learn to do anything and I work really hard at whatever I do,” Kicinski said.

Following the theme of the day, Femfessionals and Pané Rustica restaurant provided a special gluten free luncheon for Carol’s presentation.

Femfessionals is a national organization dedicated to connecting savvy business women with one another in order to create partnerships that benefit each other and the community. They have programs for women of all ages: those who are currently in the work force, those who are in college preparing for their careers and for girls ages 12 to 17 to learn about community involvement. Visit them at www.femfessionals.com.

About Carol Kicinski:

Carol was diagnosed with gluten intolerance more than 20 years ago. In addition to her popular blog, she is also in her fourth season as a monthly syndicated gluten free chef on NBC-based WFLA-Tampa Bay’s *Daytime* TV show. In November 2012 she launched *Simply Gluten Free* magazine, which has now become the most popular gluten and allergen free magazine in the country based on sold copies in health food stores.

Simply Gluten Free Magazine can be viewed at www.SimplyGlutenFreeMag.com

Simply Gluten Free blog can be viewed at www.SimplyGluten-Free.com

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If you would like to interview Carol Kicinski, founder of Simply Gluten Free, please contact Malory Speir.