

PRESS RELEASE

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Food banks across US and Canada in need of gluten-free donations

Simply Gluten Free magazine will be a vendor this year at the Gluten Free Expo in Toronto, Canada, where attendees will get a chance to learn about gluten-free companies while also having the opportunity to donate gluten-free foods to Toronto's food banks. The event takes place on Sunday, May 4, from 10 a.m. to 4 p.m. at the Metro Toronto Convention Center.



With celiac disease rates nearly doubling in the last 25 years in western countries, the need for gluten-free food items at food banks is becoming more apparent. Since the cost of gluten-free foods can often be pricier than non-gluten-free foods, these items are less likely to be donated. This problem is all too common, yet it is not recognized enough.

Luckily, there are some organizations that understand this dilemma and want to help provide solutions to those in need. One of those organizations is the Gluten Free Expo, which began in a small community center gymnasium in Vancouver and has since become Canada's largest gluten-free event.

Despite their growth, the Gluten Free Expo has maintained their original goal of "collecting gluten-free food donations so gluten intolerant families needing assistance will never have to choose between eating and feeling ill."

"The Gluten Free Expo is much more than an event where gluten-free companies can connect with customers," said Carol Kicinski, Founder and Editor-in-Chief of *Simply Gluten Free* magazine. "It's an event that connects the gluten-free community as a whole and allows them to give back to those in need of healthy gluten-free options."



Simply Gluten Free, an international magazine published in the United States and serving Canada, gives back to the community by way of raising awareness and offering beautiful, simple solutions to those who need to be gluten-free. Launched in November 2012, *Simply Gluten Free* is a full lifestyle magazine for allergen-free living, including articles about beauty, health, fitness, entertaining, do-it-yourself crafts, news, and of course, gluten-free recipes covering all diets from vegetarian to vegan to Paleo.

This idea of assisting gluten-free families at food banks is slowly growing in the United States as well. In 2009, Dee Valdez launched the gluten-free food bank movement by starting a gluten-free pantry at House of Neighborly Service in Loveland, Colorado. Valdez then went on to collaborate with other food banks to establish gluten-free pantries and train them on special diet needs.

Although these organizations are examples of the growth of gluten-free options at food banks, there is still a long way to go to ensure families across the US and Canada get the foods that they need in order to live healthy allergen-free lives.

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