

PRESS RELEASE

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Simply Gluten Free magazine to attend Gluten-Free for Life Expo as its Exclusive Media Sponsor



St. Petersburg, Fla. – The Gluten-Free in Florida Support Group will hold its sixth annual Gluten-Free for Life Expo this Saturday, March 25, in St. Petersburg, Florida.

Simply Gluten Free magazine is proud to announce it will be the exclusive media sponsor for the event. Based out of Dunedin, Florida, *Simply Gluten Free* is the leading national gluten-free magazine on the market today. The magazine's founder and editor-in-chief, Carol Kicinski, will be in attendance and will sign cookbooks and answer questions at the *Simply Gluten Free* booth. Carol is a gluten-free advocate, TV chef, cookbook author, recipe developer, and food writer. She has been gluten-free for more than 20 years and has a wealth of knowledge to share with the expo's attendees.

“I love being a part of gluten-free events, but there is something even more special about this event being right in my own backyard,” Kicinski said. “I get to meet and interact with locals who might not even know that the magazine is based in the same county as them! It's exciting to think of revealing that to the people I'll meet.”

This annual event is designed to promote awareness of celiac disease and gluten sensitivity, as well as provide attendees with samples of gluten-free products and information on more than 60 local and national vendors. Attendance is expected to exceed 1,000 guests.



To help promote awareness and teach attendees about gluten, one of the event's sponsors, ELISA Technologies, will be demonstrating live gluten testing at the show. Attendees can bring food to ELISA Technologies' booth to have it tested to see whether it contains gluten.

Some of the proceeds from the event will benefit Camp Weekaneetit, a week-long summer camp for children with celiac disease or gluten sensitivity. Also, gluten-free non-perishable food donations will be accepted to help stock the Gluten-Free Emergency Food Pantry at Metropolitan Ministries in Tampa.

The event takes place from 11 a.m. to 4 p.m. at the St. Petersburg Coliseum at 535 Fourth Avenue North in St. Petersburg. To find out more, visit www.glutenfreeforlifeexpo1.blogspot.com.

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 seventh season as a monthly syndicated gluten-free chef on NBC-based WFLA-Tampa Bay's *Daytime* TV show. She is the author of four 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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