

PRESS RELEASE

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***Simply Gluten Free* magazine and its Editor-in-Chief, Carol Kicinski, featured at Gluten-Free for Life Expo as its Exclusive Media Sponsor**

St. Petersburg, Fla. – Though many people may view gluten-free as just a fad, the reality is that it's an important part of life for more than 1 in 133 people in the United States who suffer from celiac disease. Not just that, but an estimated 10 percent of the population has non-celiac gluten sensitivity.



Luckily, for those with celiac disease or gluten sensitivity, there are a growing number of support groups, events, and resources to help navigate a healthy and happy gluten-free life. And luckily for the gluten-free people in the Tampa Bay area, the Gluten-Free in Florida Support Group will hold its fourth annual Gluten-Free for Life Expo this Saturday, March 28, 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 attend the event as one of the main presenters for the day. 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 audience.

"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. The requested \$10 donation for admission will benefit Camp Weekaneatit, 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 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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