

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Malory Speir,
Editorial Coordinator
Company: Simply Gluten Free, Inc.
Phone: 727-738-5735
malory@simplygluten-free.com

Gluten-free Carol Kicinski starts 4th season of *Daytime* off with a bang

Tampa, Fla. – Carol Kicinski, America’s gluten-free voice, began her fourth season as a monthly guest chef on NBC-based WFLA-Tampa Bay’s *Daytime* TV show.

Daytime is syndicated to more than 130 U.S. markets, reaching 191 television stations in more than 140 cities and DISH TV. They reach an audience of more than 80 million households monthly.

Carol Kicinski began her gluten-free journey more than 20 years ago when she was diagnosed with gluten sensitivity. She founded Simply Gluten Free in 2007 as a gluten-free lifestyle and recipe blog. It quickly became one of the most popular allergen-free lifestyle blogs in the country. Carol’s popularity in the gluten-free world caught the attention of local media producers, and they offered her a segment on *Daytime*.

Kicinski began her appearances on *Daytime* in 2009 as America’s first gluten-free-only TV chef. The network received great response from viewers, so they decided to keep her on as a regular monthly guest.

She shares a new recipe on each show and talks with show hosts Cyndi Edwards and Jerry Penacoli about her experiences being gluten-free. The show airs the last Thursday of every month. The next episode is set to air July 25, 2013 at 10 a.m. or 11 a.m., depending on the station. Kicinski will share a recipe for gluten-free grilling.

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 America.

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

You have permission to publish this article electronically or in print, in whole or in part, as long as the byline and website address are included. A courtesy copy of your publication would be appreciated. If you would like to interview Carol Kicinski, founder of Simply Gluten Free, please contact Malory Speir.