
FOOD ALLERGY: A GROWING PROBLEM COSTS FAMILIES \$25 BILLION A YEAR

LOCAL CHEF EMBARKS ON U.S. AWARENESS TOUR

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IMPORTANT STORY

San Francisco – FACT: Every three minutes, a food allergy reaction sends someone to an emergency room in the United States. Childhood hospitalizations for food allergy tripled between the late 1990s and today. About 40 percent of children with food allergies have experienced a severe allergic reaction such as anaphylaxis. Caring for children with food allergies costs U.S. families nearly \$25 billion annually. Compared to those who do not have a medical condition, children with food allergy are twice as likely to be bullied.

These numbers can be dramatically reduced through awareness. The Food Allergy Awareness Expedition is dedicated to helping people find safe companies, brands, and products to help them eat and live safely. Food allergies are on the rise, especially among children. The Bay Area's own Allergy Chef and her team will be touring the United States to bring food allergy awareness and practical help to those that need it most. They will show safe products, field questions about substitutions, teach about cross contamination and label reading, and demo live cooking and baking to teach people how to make delicious, allergy free, foods at home. The tour kicks off in Reno and she is doing interviews now before she embarks on the tour in two weeks.

This is an important story with summer and vacation season upon us. Kathlena, The Allergy Chef is renowned for her allergy friendly culinary creations that will amaze your audience. She's available in the Bay Area as an in-studio guest or for a package (TV), in-studio or by phone (Radio – Print). **Ideal for morning shows.**



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