



# Celiac Aware Cities 2010

An exclusive report by the National Foundation for Celiac Awareness

[www.CeliacCentral.org](http://www.CeliacCentral.org)



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Each day, the National Foundation for Celiac Awareness (NFCA) receives Brochure Requests from support groups, clinics and individuals looking to spread the word about celiac disease and the gluten-free lifestyle. After years of boxing and shipping “Do I Have Celiac?” brochures, we began to wonder: Which cities are making the most requests?

So, we tracked our requests, analyzed records and came up with the top 5 **Celiac Aware Cities**, based on the volume of brochures requested in 2010:

- Baltimore, MD (Chesapeake MD/VA Region)
- Chicago, IL
- Dallas/Fort Worth, TX
- Denver, CO
- Philadelphia, PA

To honor these cities, we took a look at the celiac and gluten-free culture in each region, including **Support Groups, Hospitals/Providers, Food Scene, Bloggers/Media** and **Events**. We even threw in **What’s Next** for celiac awareness in each locale. We’re not saying these factors played a direct role in making these areas so ambitious in their brochure distribution, but they certainly don’t hurt.

Read on to learn all about what makes these cities tick. At the end of this report, we’ll give you a preview of who’s on top for 2011. Plus, we’ll explain **how to request brochures** (and where you can distribute them) to help your city get in the running.

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## SPOTLIGHT ON: Baltimore, MD (Chesapeake MD/VA region)

### Support Groups:

In addition to the active DC listserv, the Baltimore area has a number of support groups to offer guidance and drive awareness.

- **The Chesapeake Celiac Support Group** ([www.celiacsonline.com](http://www.celiacsonline.com)) has hosted NFCA staff members at numerous events, not to mention the thousands of “Do I Have Celiac?” brochures they’ve distributed over the years.
- **The Baltimore Area Celiac Support Group** ([www.marylandceliacs.org](http://www.marylandceliacs.org)) offers tips on places to eat and where to shop. Membership in the group also includes membership in a local celiac kids network.

### Hospitals/Providers:

No surprises here! Baltimore is home to The University of Maryland Center for Celiac Research and esteemed physician **Alessio Fasano, MD**, who was recently awarded a \$45 million donation to expand his celiac disease research.<sup>1</sup>

Patients have also reported excellent experiences with:

- **Mack Mitchell, MD**, Director of Gastroenterology of Johns Hopkins Bayview Medical Center
- **David F. Hutcheon, MD**, of Johns Hopkins Gastroenterology and Hepatology

### Food Scene:

The Chesapeake MD/VA region is no stranger to gluten-free dining. The area was named “World’s Most Celiac-Friendly Destination” based on 2010 reviews on [GlutenFreeTravelSite.com](http://GlutenFreeTravelSite.com).<sup>2</sup>

#### Restaurants

When it comes to gluten-free food, **Lebanese Taverna** has banned the bland. The restaurant offers delicious Middle Eastern food at six locations in the Baltimore and DC area, and as graduates of NFCA’s **GREAT** Kitchens program, they know how to serve gluten-free safely. Online reviews applaud the staff for their careful and knowledgeable gluten-free food prep.

Honorable mentions:

- **Lilit Café** in Bethesda, MD, is also **GREAT**-trained and offers an entire gluten-free menu, from breakfast omelets to dinner entrees.
- **Old Ebbitt Grill** in Washington, DC, took part in NFCA’s DC Gluten-Free Cooking Spree and continues to meet gluten-free requests.

#### Products

Ask where to go for dessert in Baltimore and chances are you’ll be directed to **Sweet Sin Bakery**. The **GREAT**-trained shop has desserts so divine they’re considered a “must-eat” for any visitor, gluten-free or otherwise.

Maryland-based **Jules Gluten-Free Flour** may soon become a household name. The company's founder, Jules Shepard, is a ubiquitous presence on the gluten-free scene, and her helpful holiday e-books have helped novices embrace gluten-free baking.

### **Bloggers/Media:**

With so much going on in the medical and dining scenes, Baltimore is a fruitful place to blog. Fortunately, there's a dedicated bunch covering all that's gluten-free.

- As the blogger behind **Gluten-Free Optimist** ([glutenfreeoptimist.blogspot.com](http://glutenfreeoptimist.blogspot.com)), **Gluten-Free Social Media Tips** ([gfsocialmedia.blogspot.com](http://gfsocialmedia.blogspot.com)), and the **DC Gluten-Free Examiner** ([www.examiner.com/gluten-free-in-washington-dc](http://www.examiner.com/gluten-free-in-washington-dc)), it's a wonder how Sandra Robins has time to do anything else. She covers everything from new products on store shelves to gluten-free mentions on mainstream TV, and if that's not enough, you can follow her frequent tweets @MarylandCeliac on Twitter.
- **Jules Gluten-Free:** Jules Shepard doesn't just bake; she also blogs. A relatively new addition to her website, the blog ranges from gluten-free recipes to news updates affecting the celiac community. She's even reported from major trade shows and events. [blog.julesglutenfree.com](http://blog.julesglutenfree.com)

As home to UMD's Center for Celiac Research (and Dr. Fasano), Baltimore enjoys a steady stream of media interest.

- In October 2010, reports surged as the Center accepted a landmark \$45 million donation – the largest in the University's history. The record-breaking gift came from a grateful patient, with the goal to drive further investigation of the disease, including alternative therapies.<sup>1</sup>
- In November 2010, a Colorado man announced that his animated Christmas light display grossed more than \$50,000 in donations to the Center for Celiac Research. The display was posted online via webcam and quickly went viral.<sup>3</sup>

### **Events:**

Jules Shepard teamed up with NFCA Athlete for Awareness John Forberger to organize the Gluten-Free Food Labeling Summit, held on May 4 in Washington, DC. Among the features: the world's tallest gluten-free cake – proof that gluten-free labeling is a *big* deal.<sup>4</sup>

### **What's Next?**

**Natural Products Expo East** returns to Baltimore in September 2011. You can bet that gluten-free items will be in abundance, as the market for celiac-friendly options continues to grow.

## SPOTLIGHT ON: Chicago, IL

### Support Groups:

Chicago may be a hub for medical conferences and foodservice shows, but grassroots efforts by local celiac and gluten-free advocates ensure it's a topic of discussion year-round.

- **The Gluten Intolerance Group of Greater Chicago** ([www.chicagoglutenfree.com](http://www.chicagoglutenfree.com)) is led by Branch Manager Jennifer Cafferty and includes six subgroups:
  - Chicago ([noonan.christina@gmail.com](mailto:noonan.christina@gmail.com))
  - Evanston ([michelebryk@gmail.com](mailto:michelebryk@gmail.com))
  - Hinsdale ([ali@sweetalis.com](mailto:ali@sweetalis.com))
  - Northbrook ([imlaura2@yahoo.com](mailto:imlaura2@yahoo.com))
  - Oak Park ([nancyeperlman@gmail.com](mailto:nancyeperlman@gmail.com))
  - Orland Park ([linda.macak@att.net](mailto:linda.macak@att.net))
- **The Celiac Sprue Association of Greater Chicago** ([csagc.park-ridge.il.us/](http://csagc.park-ridge.il.us/)) can help you find the right grocery store and runs "Gluten Free Gang" events for kids.

### Hospitals/Providers:

Home to one of only a handful of celiac centers in the country, it makes sense that Chicago tops the list as a Celiac Aware City.

- Established in 2001, the University of Chicago Celiac Disease Center was founded by well-known pediatric gastroenterologist **Stefano Guandalini, MD**. In addition to patient care, the Center focuses on physician education and research.
- Just this past winter the Center's top researcher **Bana Jabri, MD, PhD**, led the groundbreaking study on the role of retinoic acid in celiac disease.

### Food Scene:

#### Restaurants

The **Berghoff Restaurant** may be one of the oldest restaurants in Chicago, but it's keeping up with the times. Owner Carolyn Berghoff completed gluten-free training through NFCA's **GREAT** Kitchens after her daughter was diagnosed with celiac disease.

Honorable mentions:

- **Wildfire Grill** in Chicago and suburbs are gluten-free friendly and feature special gluten-free nights at their locations.
- Chicago may be known for its deep dish pizza, but the thin crust gluten-free pizza at **Gino's East** is a welcome alternative for celiacs.<sup>5</sup>

#### Products

**Swirlz Cupcakes**, located in the Lincoln Park section of Chicago, is reported to be the place to go for a gluten-free dessert.

**Kim & Scotts Gourmet Pretzels**, also located in Lincoln Park, just added a gluten-free soft pretzel to their product line. Those lucky to be in the Chicago area can now enjoy a gluten-free pretzel sandwich at the company's storefront, Café Twist.

### **Bloggers/Media:**

Chicago has a robust community of bloggers covering the celiac and gluten-free scene.

- **Chicago Gluten-Free Food Examiner:** Product reviews and local event coverage by Andrea McCarthy, who was recently diagnosed with gluten intolerance.  
[www.examiner.com/glutenfree-food-in-chicago/andrea-mccarthy](http://www.examiner.com/glutenfree-food-in-chicago/andrea-mccarthy)
- **Rockin' Gluten-Free:** Also written by Andrea McCarthy, this blog includes recipes, interviews and the more personal side of the blogger's gluten-free adventures.  
[www.rockinglutenfree.com](http://www.rockinglutenfree.com)
- **Chicago Now:** This online community covers various topics, but a few bloggers focus on gluten-free. Notable contributors include Cate C. and gladlyglutenfree.  
[www.chicagonow.com](http://www.chicagonow.com)

Celiac awareness also infiltrated the mainstream media. In October 2010, the *Chicago Tribune* released a special report on celiac disease. "**Your Guide to the Gluten-Free Lifestyle**" featured articles from NFCA and the American Dietetic Association, and brought awareness of celiac disease to the general public.<sup>6</sup>

### **Events:**

With a sprawling convention center and abundant modes of transportation, Chicago is a natural fit for many large-scale events. The Gluten-Free & Allergen Free Expo and National Restaurant Association (NRA) Show are annual gatherings. In 2010, NFCA hosted the first Gluten-Free Pavilion at the NRA Show, bringing celiac awareness to the table.

### **What's Next?**

NFCA returns to the **NRA Show** in May 2011, this time as a major player in panel discussions about the gluten-free foodservice industry. NFCA will also take part in **Digestive Disease Week**, in town May 7-10, 2011.

Starting this season, Cubs fans can score gluten-free concessions at Wrigley Field, as Chicago-based **Enjoy Life Foods** has been named the official gluten-free, allergy-friendly food supplier to the Chicago Cubs.<sup>7</sup>

## SPOTLIGHT ON: Dallas/Fort Worth, TX

### Support Groups:

Whether you're newly diagnosed or have long been gluten-free, you can round up support through one of the local outposts.

- **The Lone Star Celiac Support Group** ([www.dfwceliac.org](http://www.dfwceliac.org)) is a division of GIG and boasts everything from kids parties to news updates.
- **North Texas Gluten Intolerance Group** ([www.northtexasgig.com](http://www.northtexasgig.com)) offers celiac and gluten-free info and hosts a number of events with its sister group, Lone Star.
- **Dallas ROCK** ([www.dallasrock.org](http://www.dallasrock.org)) focuses on celiac children, but often teams up with the Lone Star Celiac Support Group for events like the "Making Tracks for Celiacs" fundraiser.

### Hospitals/Providers:

The Dallas/Fort Worth medical community is proving that diagnosis is just the beginning. A number of medical professionals play an active role in ongoing celiac support.

- **John Secor, MD**, of Digestive Health Associates in Dallas is active in the local celiac community, serving as medical advisor to the Lone Star Celiac Support Group.
- **Betty Murray**, Certified Nutritionist & Holistic Health Counselor at Founder Living Well Health & Wellness in Dallas is an "Introduction to Gluten-Free" teacher. Her clinic and practitioners specialize in gluten-free health.<sup>8</sup>

### Food Scene:

#### Restaurants

One of the biggest stories of 2010, **Subway** announced that it would test gluten-free buns and brownies, starting at locations in Dallas/Fort Worth and Tyler, TX.<sup>9</sup> Favorable reports streamed in, as many gluten-free customers applauded the chain for taking steps to avoid cross-contamination. Across the U.S., gluten-free diners looked on with jealousy and anticipation as they await word of where Subway's gluten-free options will be headed next.

Honorable mentions:

- **Dallas/Fort Worth International Airport** has earned positive feedback for its gluten-free dining options, including smoothie stands and a barbecue shack.
- In 2009, Dallas-based **Boston's Restaurant & Sports Bar** was among the first chains to add gluten-free pizza to its menu nationwide.

#### Products

**Sublime Bakery** in Fort Worth not only wows gluten-free and sugar free customers, but also earned mainstream recognition by competing on the Food Network Challenge.<sup>10</sup>

Dallas-based **Red Mango** has won nationwide acclaim for its refreshing all natural frozen yogurt. The tasty swirls are gluten-free and kosher, making them the perfect treat on a hot Texas night.

### **Bloggers/Media:**

While Austin bloggers may outnumber them, Dallas-based bloggers have made an impact in the gluten-free community.

- **Simply Sugar & Gluten-Free:** Amy Green proves that removing gluten and refined sugar from your diet still leaves plenty to enjoy. Her creative and enticing recipes culminated in a successful cookbook, *Simply Sugar and Gluten-Free: 180 Easy and Delicious Recipes You Can Make in 20 Minutes or Less*. Launched in February 2011, the book became an instant success and landed on Amazon's "New and Notable" list for cooking, food and wine. [www.simplysugarandglutenfree.com](http://www.simplysugarandglutenfree.com)
- **Tasty Eats at Home:** Alta Mantsch has been sharing recipes on this blog since July 2008, and as of June 2009, they're all gluten-free. While she focuses on recipes, she also shares tips on everything from avoiding cross-contamination to building an edible bowl out of nori sheets. [tastyeatsathome.wordpress.com](http://tastyeatsathome.wordpress.com)

News about Subway's gluten-free test run brought national attention to the Dallas/Fort Worth area, but frequent articles in *The Dallas Morning News* have kept a local spotlight on celiac disease and the gluten-free lifestyle.<sup>11</sup>

### **Events:**

In September 2010, the Gaylord Texan was site of the Gluten-Free Makeover: A Healthier You, an event run by North Texas GIG.

### **What's Next?**

- In October 2011, Dallas will be among several cities to host *Living Without's Gluten-Free & Allergy-Friendly Expo*, complete with cooking classes and vendor fair.
- Despite hosting this year's Super Bowl, **Cowboys Stadium** has yet to pony up and offer gluten-free concessions.<sup>12</sup> We're hoping this will be the year that BYO becomes no longer necessary for gluten-free fans.



## SPOTLIGHT ON: Denver, CO

### Support Groups:

Perhaps the best example of support groups in action was the response we got from the board at **Denver CSA Chapter #17** ([www.denverceliacs.org](http://www.denverceliacs.org)). The group compiled a 3-page letter with suggestions of where to eat and which doctors to see. Other local support groups include:

- Gluten Intolerance Group of Colorado is led by Branch Manager DeAnna Olson, [deanna@iamgf.com](mailto:deanna@iamgf.com)
- Gluten Intolerance Group of Denver SW is led by Branch Manager Sue Doerner, [doernersue@gmail.com](mailto:doernersue@gmail.com)

### Hospitals/Providers:

Known as a health conscious community to begin with, it seemed only natural that Denver would a Celiac Aware City.

- **Robert Dahl, MD**, of Rocky Mountain Gastroenterology Associates is an informed physician. One patient noted that he “took time and gave personal attention.”
- **Charles H. Miranda, MD**, of Internal Medicine and Pediatrics at Sky Ridge Medical Center is reported to have celiac disease. It’s no wonder he’s highly recommended!
- **Diane Moyers, MS, RD**, of Greenwood Village, CO, is a Denver CSA Board Member and offers introductory classes on celiac disease and the gluten-free diet.
- **Jennifer Leeson, LCSW**, of Centennial, CO, is also a Denver CSA Board Member and has completed **GREAT** gluten-free training for Mental Health Professionals. She has been diagnosed with celiac disease since 2009.

### Food Scene:

#### Restaurants

**Lala's Wine Bar** doesn't just have a few gluten-free options. The restaurant strives to make its gluten-free menu the same as its traditional offerings, so there are plenty of dishes to choose from.<sup>13</sup>

Honorable mentions:

- **BeauJo's Pizza** was one of the first in the Denver area to offer gluten-free pizzas and, according to Denver CSA's president, they always include that in their advertising.<sup>13</sup>
- In July 2009, **Coors Field** became one of the first major league baseball parks to go gluten-free. Fans continue to enjoy gluten-free hot dogs, cheeseburgers and chicken sandwiches, in addition to several snack options.<sup>14</sup>
- Colleges & Universities - **University of Colorado at Boulder** hosted a webcast about their strategy for addressing the top 8 food allergens in dining services. The program includes proper sourcing and labeling of gluten-free products. **Colorado State University** is working with Denver CSA to meet the needs of celiac and gluten intolerant students.<sup>13</sup>

#### Products

Along with the neighboring city of Boulder, Denver is quickly becoming a mecca for natural and gluten-free food products. Gluten-free stars **Udi's** and **Rudi's** (both members of the **GREAT** Business Association) are stationed in Denver and Boulder, respectively, while New Planet Beer is a gluten-free fixture in Boulder.

In December 2009, Denver was host to the **first gluten-free food bank** in the nation.<sup>15</sup> **Sandwich Petals**, a Denver-based company (and **GREAT** Business Association member), was the first to supply gluten-free donations to Loveland's House of Neighborly Service in Loveland, CO. Requests for gluten-free donations are on the rise.

### **Bloggers/Media:**

- **Gluten-Free Dee:** Dee Valdez has been gluten-free for more than 17 years and has since established a successful career as a gluten-free product ambassador. She played a pivotal role in launching the first gluten-free food bank. [www.glutenfreedee.com](http://www.glutenfreedee.com)
- **No Gluten, No Problem:** NFCA Athlete for Awareness Peter Bronski shares this blog with his wife, Kelli. A resident of Boulder, CO, Pete often writes about his active lifestyle and keeps an upbeat attitude about living gluten-free. No Gluten, No Problem was named one of the Top 10 Inspiring Blogs for Gluten-Free Food & Cooking by thekitchn.com in January 2011. [noglutennoproblem.blogspot.com](http://noglutennoproblem.blogspot.com)
- **Gluten-Free Steve:** Though he signed off at the end of 2010, Denver-based Gluten-Free Steve spent 4 years blogging about new products and common issues affecting the celiac and gluten-free community. His archives are still posted for fans to browse. [glutenfreesteve.wordpress.com](http://glutenfreesteve.wordpress.com)

Denver and Boulder have been widely recognized in mainstream media for being a health conscious region. Recent articles have begun to highlight gluten-free options in addition to the region's natural and organic offerings.

### **Events:**

Denver CSA hosts an annual Gluten-Free Vendor Fair. Attendance at the event has more than doubled in the past year, gathering more than 1,800 guests in 2010 compared to 700 at the 2009 fair.

### **What's Next?**

Will Colorado become the gluten-free beer state? Only time will tell. Colorado agriculture officials have been encouraging beer-makers to use **gluten-free millet** instead of the more traditional malted barley. While celiac and gluten-free populations will benefit, the switch is meant to support the millet industry.<sup>16</sup>

If not beer, then how about bread? Both **Rudi's** and **Udi's** rolled out gluten-free buns and pizza crust this year, making the Denver/Boulder region the manufacturing hub for gluten-free, family friendly food.

## SPOTLIGHT ON: Philadelphia, PA

### Support Groups:

It makes sense that the City of Brotherly Love and surrounding suburbs would boast a strong support network. Individuals and families affected by celiac disease or gluten sensitivity don't have to look far to find a friend.

- **The Greater Philadelphia Celiac Sprue Support Group** ([www.greaterphillyceliac.com](http://www.greaterphillyceliac.com)) is co-run by Karen Dalrymple RN, BS, and NFCA President Alice Bast.
- **Chester County GIG** ([ChesterCntyGIG@verizon.net](mailto:ChesterCntyGIG@verizon.net)) holds quarterly meetings and has heralded the cause at grocery store openings and other community events.
- **CSA Southern NJ Chapter #9** ([home.earthlink.net/%7Eceliac9/](http://home.earthlink.net/%7Eceliac9/)) gathers the troops across the Delaware River.
- **Children's Celiac Center at the Children's Hospital of Philadelphia** ([www.chop.edu/service/center-for-celiac-disease](http://www.chop.edu/service/center-for-celiac-disease)) is managed by Dr. Ritu Verma and alternates meetings in Philadelphia and Southern New Jersey.
- **Team Celiac** and **FACT** were founded by Donna Bell in support of families affected by celiac and Type 1 diabetes.
- **ROCK of Bucks & Montgomery Counties** is run by Holly and Steve Staugaitis ([hollystaugaitis@gmail.com](mailto:hollystaugaitis@gmail.com)).

### Hospitals/Providers:

Often described as the first "Gluten-Free City,"<sup>17</sup> Philadelphia is the proud home to NFCA and a celiac aware medical community. The Philadelphia area boasts three celiac centers and several knowledgeable providers:

- **Ritu Verma, MD**, Center for Celiac Disease at The Children's Hospital of Philadelphia
- **Anthony DiMarino, MD**, and **David Kastenber, MD**, of Jefferson Celiac Center
- **Keith J. Laskin, MD**, of The Celiac Center at Paoli Hospital
- **David Metz, MD**, and **David Jaffe, MD**, of The Hospital of the University of Pennsylvania
- **Nicole Seitz, MS**, **GREAT**-trained psychotherapist based in Philadelphia

### Food Scene:

#### Restaurants

Just across the river in Voorhees, NJ, **Pasta Pomodoro** (a **GREAT** Kitchen) has gone above-and-beyond to promote celiac awareness. Chef Pasquale Masters has cooked for a number of major NFCA events as well as smaller support group gatherings. NFCA Founder & President Alice Bast has been known to drop by for lunch.

Honorable mentions:

- **GREAT**-trained Chef Eric Paraskevas at **terra** has received accolades for preparing safe and delicious gluten-free food from scratch.<sup>18</sup>

- **Le Bec Fin** Chef Proprietor Georges Perrier was an early supporter of gluten-free dining needs and continues to be a fixture at NFCA events.

### Products

- **Food for All Market** in the Mt. Airy section of Philadelphia has shelf after shelf of gluten-free goods, plus delicious gluten-free cupcakes and daily lunch specials made fresh at the shop.
- **Sweet Freedom Bakery** had a taste of fame when co-owners Allison and Heather competed on the Food Network's "Cupcake Wars."<sup>19</sup> The shop is all gluten-free, so every cookie and cake ball is up for grabs.

### **Bloggers/Media:**

With a natural interest in all things food, several bloggers in the Philadelphia region have touched up the gluten-free lifestyle, but one remains a staunch advocate for the cause:

- **Gluten Free Philly:** Michael Savett is a one-man wonder. He writes information-rich posts about local gluten-free events, the latest products to hit shelves, and the hottest places to dine gluten-free. And that's on top of being a full-time lawyer and devoted dad. He keeps the community informed, and that's played a major role in making local awareness events so successful. [www.glutenfreephilly.com](http://www.glutenfreephilly.com)

Media coverage surrounding Appetite for Awareness has given gluten-free an annual stint in the spotlight, but restaurant reviews and nutrition bits often refer to gluten-free options in the area.<sup>20</sup> In October 2010, *Philadelphia* magazine devoted a 1-page to celiac disease and the gluten-free diet, and debunked the myth that it's "just a fad."<sup>21</sup>

### **Events:**

NFCA's annual events, including Appetite for Awareness and Celiac Awareness Nights (featuring Philadelphia sports teams), have put celiac disease in the public eye. Most recently, Philadelphia magazine's Philly Cooks competition included a gluten-free dish, with celiac disease literature displayed at the cook's station.

### **What's Next?**

On May 17, **NFCA Founder & President Alice Bast** will accept the prestigious Philadelphia Award, marking the work she's done to improve Philadelphians' well-being.<sup>22</sup> Alice plans to make this honor a springboard for bigger and better advances in celiac and gluten-free awareness.

Across the river, **Dr. Schar USA, Inc.** is planning to open its 50,000 manufacturing plant in Logan, NJ by March 2012.<sup>23</sup> Celiac and gluten-free families can expect to see more gluten-free products on the market, and perhaps greater awareness of the demand for such items, as a result of this project.

## Celiac Aware Cities 2011 – Current Standings

Think your city is celiac aware? Let's check the standings. As of April 1, the top cities requesting brochures in 2011 are:

- Grand Rapids, MI
- Pittsburgh, PA
- San Francisco Bay Area
- St. Paul, MN

If your city's not on the list (and even if it is), there's still plenty of time to boost your region's rank by requesting brochures. Not sure where to start? Here's how to do it...

### HOW TO: Request & Distribute Brochures

#### Brochures Requests:

To get your stack of educational brochures, fill out the request form on NFCA's website: [www.CeliacCentral.org/brochures](http://www.CeliacCentral.org/brochures). NFCA staff will gather the materials and ship them to your address, usually within a few days of your request.

#### Where to Distribute:

You've got the goods. Now, what do you do with them? There are plenty of ways to share some knowledge. Organized events can help you reach a number of people all in one place, but you don't have to wait to start spreading the word! Consider handing out brochures at:

- |                        |                        |                |
|------------------------|------------------------|----------------|
| • Doctor's offices     | • Libraries            | • Book clubs   |
| • Pharmacies           | • Senior centers       | • PTA meetings |
| • Natural food stores  | • Yoga studios         | • YMCA         |
| • Health fairs         | • Gluten-free bakeries |                |
| • School nurse offices | & cafes                |                |

Remember to check with the owner or office manager before you leave the brochures. It's another chance to raise awareness, and they'll feel more comfortable if someone asks about the brochures.

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