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**GlutenFreeTravelSite Awards Florida the Title of
“World’s Most Celiac-Friendly Destination” In Second Annual Contest**

Disney and Orlando area singled out as being especially accommodating to people on gluten-free diets

South Riding, VA, January 14, 2010 –GlutenFreeTravelSite (<http://www.glutenfreetravel.com>) named the state of Florida the winner of its annual contest to find the “World’s Most Celiac-Friendly Destination.” The contest began last year as a way to recognize locations that went out of their way to accommodate people on gluten-free diets, and New York was the winner for the first year. Each year, the results are determined by tallying the number of user-submitted dining and travel reviews received throughout the year for each location on GlutenFreeTravelSite.com.

GlutenFreeTravelSite.com helps people on gluten-free diets find restaurants, hotels/resorts, cruises, and grocery stores throughout the world that accommodate their diets. Visitors to the site can search or submit location-based reviews that provide essential feedback to others with their same dietary needs and challenges. Most people who follow gluten-free diets do so because of Celiac Disease, an autoimmune disease in which the body is unable to digest gluten, a protein found in wheat, rye, and barley. However, people with “gluten intolerance,” autism, and other health concerns have found that a gluten-free diet can also help reduce their symptoms.

People following gluten-free diets have limited options when it comes to dining out and traveling, and they are always on a quest to discover new places to safely dine. Alessio Fasano, M.D., renowned Celiac expert and professor of pediatrics, medicine and physiology at the University of Maryland School of Medicine says, “While the gluten free diet is the cornerstone for an effective and successful treatment of Celiac Disease, its implementation can be challenging, particularly in situations like traveling or dining out, in which patients need to rely on third parties for accurate compliance.”

Fortunately, as awareness grows and more people with Celiac Disease get properly diagnosed (as many as 1 in 133 people in the United States have it, according to a 2003 study, but over 90% of these people remain undiagnosed), more restaurants recognize the need to serve this market by developing gluten-free options for their menus.

“Florida is our contest winner this year due in large part to the number of reviews submitted for Disney properties. They take special diets very seriously and have done a great job of making everyone feel welcome at their restaurants, parks, and resorts. Plus, the entire Orlando area and other Florida cities are also home to many national restaurant chains that have developed ‘gluten-free’ menus. Following a gluten-free diet while living in or traveling to Florida is relatively easy, compared with other areas across the country and around the globe,” said Karen Broussard, Founder and President of GlutenFreeTravelSite. Read Florida reviews (http://www.glutenfreetravel.com/index2.php?item_id=31)

In addition to their database of valuable reviews which includes many little-known independent restaurants,” GlutenFreeTravelSite also offers a “Gluten Free Restaurant Menus” section (<http://www.glutenfreetravel.com/restaurants>) showcasing a list of many of these national and regional restaurants chains that now offer gluten-free menus, with direct links to those menus.

About GlutenFreeTravelSite

GlutenFreeTravelSite was launched in April 2008 to help users quickly and easily access peer-written reviews of restaurants, hotels/resorts, cruise ships, and grocery stores around the world that cater to the gluten-free community. The site is organized by geographic region to make submitting and searching reviews very user-friendly. Please feel free to post a link to <http://www.glutenfreetravel.com> on your own site. For more information, or to search or submit reviews, visit **GlutenFreeTravelSite** (<http://www.glutenfreetravel.com>) today. To learn about advertising opportunities, e-mail kbroussard@glutenfreetravel.com.

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