

Food Allergy Author Linda Coss Aims to Increase Public Awareness of Food Allergies

LAKE FOREST, CALIFORNIA — Greater public awareness of the realities of life-threatening food allergies helps all of those who suffer from this difficult condition. Recognizing that one of the best ways to reach the masses is through the most popular TV talk shows, popular food allergy author Linda Coss has started a grass roots campaign to get a few of these programs to invite her to come on as a guest. “As the author of 3 books on food allergies, including a cookbook that is still considered to be ‘brand new’ (an important consideration in the publicity world), I believe I am just the sort of expert that TV shows like to have as a guest,” explains Ms. Coss. “I’m asking members of the food allergy community to go online to the shows’ ‘suggest a topic’ pages to make a recommendation.” ...

Those who would like to participate in this campaign should click on the links below and recommend a segment on life-threatening food allergies, with Food Allergy Author Linda Coss as the guest expert. As the articulate author of 3 food allergy books, a former food allergy support group leader with over 13 years of experience, the parent of a college-age child with multiple life-threatening food allergies, and one of the “pioneers” in the food allergy world, Ms. Coss is qualified to discuss any of the practical aspects of food allergy management.

The links are:

- Oprah: <https://www.oprah.com/ord/pluginform.jsp?plugId=216>
- Rachael Ray: <http://www.rachaelrayshow.com/show-info/be-on-the-show/>. Scroll down to the bottom to the “Anything Goes” section and then click on “Hey you…what’s on your mind?”
- Martha Stewart: <http://www.marthastewart.com/affiliateinfo>. Click on “Email Martha” on the left-hand side of the page.

To view Ms. Coss’ most recent TV appearance, visit www.FoodAllergyBooks.com.