

## **FOR IMMEDIATE RELEASE**

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### **Turn Good Food Great and Do Good For Others with 22 Culinary Essential Oils —**

### **The LGBT Community Center of NYC (THE CENTER) Benefits During Pride Month**

### **MAY 17, 2021 (ST PETERSBURG, FL) —**

Former award-winning Innkeepers turned Essential Oil Educators and Founders of The Zest Zone, a St Petersburg, FL-based Aromatherapy Start-up, Allison Baldwin and Ilene Mitnick have curated a Taste the Rainbow Culinary Essential Oil Kit which will launch during Pride month with sales proceeds benefiting the LGBT Community Center of NYC (THE CENTER), the heart and home of NYC's LGBTQ+ community. During Pride Month (June 1 - June 30), for every Taste the Rainbow Culinary Essential Oil Kit purchased, Baldwin and Mitnick are donating 20% of sales directly to THE CENTER.

As two queer women and steady supporters of THE CENTER, Baldwin and Mitnick decided to raise cash to help the world move forward in equity and inclusion. "A lot has stopped since 2020, but the need to do good hasn't," says Mitnick. "Allison and I looked deep inside and to the world around us and realized there was still a fight to be fought."

"Although we live in St Petersburg, FL, a city that supports and celebrates the culture and advancement of the LGBTQ Community," says Baldwin, "we wanted to extend the net and open our arms — and our pocketbooks — to NYC, a home of LGBTQ+ history and culture commencing at the Stonewall Inn over 50 years ago."

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Baldwin and Mitnick are marrying their passion for creating in the kitchen with what they're calling a *fun, fabulous, foodie fundraiser*. Every day, they share the purest essential oils on the planet with those who want to up-level their health AND their kitchen creations. To coincide with national Pride celebrations, the Taste the Rainbow Culinary Essential Oil Kit with 22 oils (about 5000 drops) is a reminder to "eat and drink boldly and beautifully." Both women often say in unison, "These oils will change your kitchen forever." Mitnick says, "Cooking and cocktail-ing or mock-tailing with these high-quality-flavor-power-tools is like having an International Farmers Market right in your own kitchen." If you're up for playing with "your inner alchemist," these oils are for you, says Baldwin.

As serial entrepreneurs who love to jump onto the next big thing, for them it was the world of Essential Oils - something they introduced to guests at their former award-winning B&B. "When we found out we could cook with the oils, a more passionate kitchen romance began," says Mitnick. With their biggest reboot yet, they've taken their lifestyle to the streets by showing others how to add a major dose of flavor to food and drink along with a dash of amped up health-enhancing benefits.

Using dōTERRA oils exclusively, these CPTG Certified Pure Tested Grade® essential oils will have chefs and home cooks, at all levels, confidently boosting their imaginations as they take everyday fare to a brand new level. "The oils are extremely concentrated (50 to 70 times stronger than their herb/fruit counterpart), so the taste and flavor profile is remarkably impressive," says Baldwin. The oils come from plants grown and harvested indigenously ensuring the best possible soil chemistry resulting in the most potent flavor and benefits.

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dōTERRA essential oils are not only good for you, they're good for the world-at-large. According to Baldwin, "dōTERRA is the most conscious company on the planet committed to making a positive difference in the lives of farmers, harvesters, and distillers — all those who contribute to oil production." "They don't buy farms, they build farmers," she says. "We love being affiliated with a give-back-huge-hearted company."

Anyone who purchases a Taste the Rainbow Culinary Kit will receive: a free virtual Intro to Cooking with Essential Oils class co-hosted by Food Network Chef Michele Ragussis; private kitchen coaching sessions with Baldwin and Mitnick; an e-book with accompanying recipes; and, VIP invites to private social media sites where they share their passion for cooking, eating, entertaining, drink-making and everything in between.

Please visit <https://www.thezestzone.com/taste-the-rainbow-campaign> to read more and to purchase a Taste the Rainbow Culinary Kit.

For photos and logos visit [www.thezestzone.com/media](http://www.thezestzone.com/media)

To learn about the LGBT Community Center of NYC visit <https://gaycenter.org/about/>

### **About The Zest Zone**

Ilene Mitnick and Allison Baldwin are Founders of The Zest Zone, LLC; former owners of award-winning Provincetown, MA Bed & Breakfast - Roux Provincetown, and Creators/Producers of Bride Pride, the World's Largest All-Girl Wedding and Renewal Ceremony.

### **About dōTERRA**

dōTERRA® International is an integrative health and wellness company and the world leader in the Global Aromatherapy and Essential Oils market. dōTERRA sources, tests, manufactures and distributes CPTG Certified Pure Tested Grade® essential oils and essential oil products to over ten million dōTERRA Wellness Advocates and customers.

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