



CODY BOY ENTERTAINMENT

THE HOME OF HEALTHY ENTERTAINMENT

Frank Baldassare

Frank Baldassare is a creator, writer and producer of health and wellness shows, a children's book author, executive producer of music, and a health and wellness industry veteran. The many paths that Frank's career and personal life took and the rich learning's from the sum of his experiences have all converged to create Cody Boy Inc. a unique lifestyle company. Cody Boy Inc. consists of Cody Boy Books, Cody Boy TV, Cody Boy Productions and Cody Boy Music which all come together under the brand, "Cody Boy Entertainment" the home of healthy entertainment".

Frank successfully resolved his multi-year struggle with Celiac Disease, an autoimmune disease triggered by gluten, which wreaked havoc on his health with many debilitating symptoms. The systemic complications from his overactive immune system would force him to walk away from his music company and go in search of wellness. His long odyssey with this disease, starting with finally arriving at the correct diagnosis to dozens of visits to various specialists, and from even more damage to his health due to counter-productive medical treatments, led him to re-build his health through extensive research on his own about this disease and the systemic complications. He accomplished this through the exploration of many alternative practitioners and myriad wellness modalities (Western, Eastern, Holistic, etc.) by editing, experimenting and choosing those methods that led him back to a state of wellness.

Frank has over two decades of experience in three key and relevant areas which would serve him well in his search for wellness and the creation of Cody Boy Inc: fitness and health, entertainment, and the restaurant industry.

Frank Baldassare is seasoned in the healing arts and has had extensive experience in these areas:

Fitness And Health

- Graduated from the Swedish Institute and is a Licensed Massage Therapist.
- Previously the manager of the Massage and Body Treatment department for the highly prestigious Peninsula Hotel-Spa, a 5 star hotel in New York City. (1994-2003)
- Taught Swedish Massage and Reflexology workshops at Vassar College.
- Previously a Spa consultant for the Cortiva Group.
- Previously the Director of Fitness for Club Med in St. Lucia.
- Taught aerobics, calisthenics, yoga and weight training for the largest fitness centers in New York City.
- Has written Spa and Health and Wellness articles for Talent in Motion Magazine.
- Currently a National Speaker on the topics of Living with Celiac Disease and the Gluten-Free lifestyle



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Entertainment

- In 2000 Frank opened an independent music label, Kunduru Music Inc. where he was Executive producer of all projects and the head of Artist relations. His label partnered with such firms as Sony Wonder, EMI, Warner Chappell, and the Buddha Bar (Paris).
- Executive Producer of the hit children's CD (Happy Times Ten) by Hampton and the Hamsters, which was in the top twenty on the Disney charts and number one on XM Kids released in partnership with Sony Wonder.
- Executive Producer of superstar DJ, Tracy Young CD, Tracy Young Remixes Living Theater
- Executive Producer of Penny's Pet Store Chronicles™ soundtrack; to be released Spring 2011 on Cody Boy Music featuring two tracks sung by Broadway Star Annaleigh Ashford.
- Was a member of the respected New York Theater Company, The Common Basis Theater, under artist director and famed Acting Coach, Marcia Haufrecht.
- Wrote one-man shows and monologues for himself and fellow actors, and has appeared in numerous stage productions.
- Originated the lead role of Glen for the well-known New York playwright John Ford Noonan's play, Dying in Las Vegas where he received stellar reviews.
- Has appeared in numerous TV commercials and print advertising.
- Creator, Producer, Writer and Host of the Gluten-Free, food allergy cooking show series, The Missing Ingredient®: the first cooking show series for people with food allergies, airing on The Missing Ingredient TV (a Cody Boy Company).
- Creator and Writer of the children's book and multi-media property, Penny's Pet Store Chronicles (release date, Summer 2011).
- Publisher and Editor of the book entitled, "Dear Pat Cooper," by author Michael Caputo. (Released on Cody Boy Books, 2009)

Restaurants

- Previously the manager for Caramba Downtown, one of New York's trendiest eateries with 250+ Seating.
- Previously the Beverage manager (wine, beer, & spirits) for Café Bruxelles, one of the most enduring Belgian bistros in the fashionable West Village of New York City.

**Frank is sought after as a leading expert in the health and fitness industry and has received media attention such as

- Voted by Vogue Magazine "The Industries Pick For The Best In The Business," for his work in Massage Therapy (1998).
- Quoted in magazines such as: Body and Soul, Benefits Of Body Treatments. PLAYGIRL, The Benefits of Massage Therapy for People Living With HIV.
- Interviewed on NBC NEWS Channel 4, New York, by Rosanne Colletti on the benefits of Reflexology.
- Interviewed on Martha Stewart Living Today on his Gluten-Free cooking show series, The Missing Ingredient and Living with Celiac Disease.
- Featured as the cover story on The Celiac Disease Annual Newsletter about his cooking show and his work on raising the awareness of Celiac Disease.
- Guest speaker at The International Celiac Conference and Food Faire in L.A. (2009 & 2010).



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- Received rave reviews from Le Petite Chef for his motivational speaking style and his complete knowledge of the Gluten-Free lifestyle.
- He was a judge at The First Annual Gluten-Free Pizza Competition part of The US PIZZA TEAM TRIALS (Sept 2010).
- Interviewed by Today's Dietician Magazine: A Gluten-Free Thanksgiving (Oct 2010).
- The Missing Ingredient has been featured on ABOUT.com

*** Frank writes a bi-monthly blog about gluten-free cooking and staying healthy while living with Celiac Disease on his company's website devoted to the gluten free lifestyle, The Missing Ingredient TV.com

*** The common theme in Frank's work is his continuing desire to have a positive impact on a greater audience by providing people with the tools they need to bring about positive change in their life.