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KICK-START THE SUMMER WITH ENERGY-BOOSTING FOODS

*American Egg Board Teams with Soccer Star Kristine Lilly to Offer
Tips on Healthy Eating for Active Kids*

Park Ridge, Ill. (June 22, 2006) – It's that time of year when children trade in their school supplies for soccer cleats, skateboards and swimsuits. And moms know best that active kids are hungry kids. In fact, 98 percent of moms agree that healthy snacks give kids the nutrients and energy they need to perform well in sports and other summer activities, according to a new survey by the American Egg Board.¹

However, more than three-quarters (76 percent) of moms admit they need help finding healthy snack ideas that are also kid-approved. In response, the American Egg Board has teamed up with U.S. soccer great Kristine Lilly and sports nutritionist Elizabeth Ward, MS, RD, to educate moms on how they can provide healthy snacks that keep kids fit, satisfied and energized all summer long.

Three Cheers for Protein

Experts agree that high-protein, nutrient-dense foods are better snacking options for kids on the go than high-carbohydrate, sugar-laden foods. "Research shows that high-quality protein, like eggs, helps build muscle strength and allows people to feel full for longer, helping them stay energized and maintain a healthy weight," says Ward, author of "The Pocket Idiot's Guide to the New Food Pyramid," and mother of three. "With childhood obesity at an all-time high, getting kids to eat healthy snacks has never been more important."

Lilly, one of the world's best female soccer players and team captain of the U.S. Women's National Soccer Team, is the only player in soccer history (male *or* female) to play in more than 300 international matches for her country. She credits high-protein snacks, including eggs, for helping her achieve this.

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¹ * The survey was conducted online with a random sample of 1,206 moms representing a cross-section of the U.S. population. Research was conducted in May 2006. The overall sampling error for this survey is +/-2.8% at the 95% level of confidence.

“Years ago, the dietitian for the U.S. Women’s Soccer Team recommended that we snack on high-quality protein, and we noticed a definite boost in muscle strength after we followed this advice,” says Lilly. “I’ve been snacking on high-protein foods like eggs ever since to keep up my stamina and make sure I give it my all on the field.” Lilly will continue to make high-protein snacks a part of her diet as she trains for the 2007 World Cup, which will be held in China.

Score the Winning Combination

Lilly and Ward offer moms the following unbeatable tips for making high-protein snacks a part of their kids’ active lives:

- Set the gold standard by providing children with high-protein snacks, such as eggs, before the game so they have the strength and nutrients they need. “In addition to protein, one egg has 13 essential nutrients, including folate, iron, and zinc, and only 75 calories,” says Ward.
- Hit a home run by giving kids protein along with healthy carbohydrates, such as those found in fruits, vegetables and whole grains, after physical activity to help muscles recover and rebuild.
- Score a goal with healthy snacks kids will love. For a quick and convenient snack that is perfect at half-time or after the game, try hard-cooked eggs. For creative snack ideas, Lilly recommends some of her favorite recipes, like easy-to-prepare “Italian Tidbits” and “Firecracker Deviled Eggs,” a festive snack perfect for summer outings.
- Make a splash by getting kids involved in the preparation of snacks. Let them create their own wraps or roll-ups using the ingredients of their choice. Allow little hands to help with age-appropriate tasks, such as measuring, mixing and sprinkling ingredients.

For more information about the health benefits of eggs, creative recipes and healthy snacking tips, visit www.KickItUpWithEggs.org.

About the American Egg Board (AEB)

AEB is the U.S. egg producer’s link to the consumer in communicating the value of the incredible egg and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit www.aeb.org for more information.

About the Egg Nutrition Center (ENC)

ENC was established in 1979 for the purpose of providing commercial egg producers and processors, health promotion agencies, and consumers with a resource for scientifically accurate information on egg nutrition and the role of eggs in the health and nutrition of the American diet. The center exists under a cooperative agreement between the American Egg Board (AEB) and United Egg Producers (UEP). ENC is located in Washington, DC. Visit www.enc-online.org for more information.