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America's Egg Farmers Honor Incredible Brother on July 3, "Rachael Ray Show" *An 11-year-old Boy Starts a Business, Helps Heal His Family and Gives Back to Charity*

Park Ridge, Ill. (July 1, 2009) – For the second year in a row, America's egg farmers have teamed up with the Emmy Award-winning "Rachael Ray Show," to celebrate America's *incredible* role models – people of all ages who are helping and inspiring kids and families to live and eat more healthfully. On July 3, the "Rachael Ray Show" will present another "Incredible People" story about an 11-year-old identical twin from Maryland who started a bakery in honor of his twin brother, who passed away from brain cancer.

While grieving over the loss of his brother Eric, Aaron Ware was given some unconventional advice from his pediatrician. Noticing the smile on Aaron's face when he told her about his love of baking, she prescribed Aaron to start a bakery, come up with a name and write a business plan. Reaching into her pocket, she pulled out a \$20 bill and told him she would be his first investor. From there, Aaron's bakery "Doughjangles" was born.

Aaron now bakes and delivers cookies with his parents, oftentimes fulfilling more than a dozen orders a week and donates a portion of the proceeds to the Casey Cares Foundation, a charity that helped his family throughout the course of his brother's illness.

For his business, Aaron uses dozens of eggs each week to make his favorite kinds of cookies, which include chocolate chip and Butterscotch Dream. To celebrate Aaron's incredible spirit, America's egg farmers are donating a year supply of eggs to Aaron's business, Doughjangles and matching the donation to a food bank in Maryland, where the twins are from.

The Incredible Edible Egg™ Celebrates Incredible People All Year Long

Inspired by incredible stories like these, America's egg farmers, this year alone, have donated more than 12 million eggs to food banks and charities across the nation. The need for food among America's food banks continues to grow, especially for high-quality protein foods, like eggs, which help build muscle and allow people to feel full longer and stay energized.

Aaron is just one of many inspirational and incredible people featured as part of the show's "Incredible People" segments, including:

- Deja Nell who was chosen to attend the Junior Presidential Youth Inaugural Conference and Inauguration but did not have the funds to go to Washington. To raise money, 11-year-old Deja compiled 150 of her favorite kid-friendly recipes into a cookbook and sold over 200 copies to raise the funds needed to attend the conference.
- Ten-year-old Winter Vinecki was the youngest competitor at the Athletes for A Cure Triathlon. Out of 1,000 competitors, she finished the 1.5k swim/40k bike/10k run in 03:59:04 hours. Winter was racing for a cure in honor of her father, Michael who was diagnosed last April at age 40 with an aggressive form of prostate cancer.
- Molly Reed, a first and second grade teacher in Tuscon, AZ showed her students the importance of eating healthily by creating an edible garden at her school complete with a chicken coop and farmer's market that provides fresh food to the entire community. In the garden, the kids grow

everything from khale, to broccoli and garlic, while the chicken coop helps them learn responsibility about taking care of animals and provides eggs to sell at the farmer's market.

To see more "Incredible People" and their inspirational stories visit www.incredibleegg.org. Don't forget to tune in to the "Rachael Ray Show" on July 3 for the next "Incredible People" segment. Check your local listings [here](#).

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 edible 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.incredibleegg.org for more information.