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America’s Egg Farmers and the American Egg Board
Support the 2019 White House Easter Egg Roll
America’s Egg Farmers Donate a Record-Breaking 74,000 Eggs for the Annual Egg Roll and Event

Washington D.C., (April 19, 2019) – The 141st annual White House Easter Egg Roll will take place Monday morning on the South Lawn, supported by America’s egg farmers and the American Egg Board (AEB). More than 30,000 attendees from across the country will participate in this beloved American tradition. As a centerpiece of the historic event, the 2019 First Lady’s Commemorative Egg will be presented to First Lady Melania Trump in a private White House ceremony featuring a design inspired by the children of America’s egg farmers.

A record-breaking 74,000 eggs will be donated to the event this year and used for the iconic Egg Roll, decorating, hunting and snacking. Families in attendance will also enjoy EggPops, hard-boiled eggs on a stick that have become a new South Lawn tradition. Kids and their parents will also have an opportunity to visit the AEB’s interactive Hen to Home exhibit to learn about an egg’s journey from the farm to the plate, as well as take photos with the popular Eggy mascots.

“The White House Easter Egg Roll would not be the same without eggs, and thanks to the generosity of America’s egg farmers, the White House will be brimming with them. Our nation’s egg farmers and their incredible product are an annual fixture on the South Lawn of the White House for this time-honored and uniquely American holiday tradition,” said U.S. Deputy Secretary of Agriculture Stephen Censky.

AEB President and CEO Anne L. Alonzo noted that for more than 40 years, the American Egg Board, on behalf of America’s egg farmers, has proudly supported this time-honored tradition dating back to 1878. “Easter is a particularly popular time for eggs in the U.S., with 2.9 billion eggs sold last year during this holiday season. And it is our honor and privilege to provide the incredible eggs so many families and service members will enjoy rolling, decorating and eating on the South Lawn,” said Alonzo.

AEB Chairman Jeff Hardin and CEO Anne Alonzo, together with a contingent of America’s egg farmers, will present the 42nd First Lady’s Commemorative Egg to First Lady Melania Trump. The 2019 Commemorative Egg — an extra-large chicken egg — has been hollowed out and intricately decorated with a unique paper quilling technique. Inspiration for the design was pulled from submissions by children of America’s egg farmers, as well as the First Lady’s “Be Best” initiative. Cecilia Glembocki, executive director of the Virginia Egg Council and a skilled egg artist, was given the honor of executing this year’s Egg.
For more information, recipes, egg decorating tips and a closer look at the First Lady’s Commemorative Egg, visit IncredibleEgg.org/Easter.

About the American Egg Board (AEB)
Home of The Incredible Egg, the American Egg Board (AEB) is the national marketing organization of America’s egg farmers. AEB’s mission is to increase demand for eggs and egg products through research, education and promotion. AEB is located in Chicago. For more, visit IncredibleEgg.org.

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