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## AMERICAN EGG BOARD EXPANDS SUPPORT OF WHITE HOUSE EASTER EGG ROLL

**Park Ridge, Ill. (March 28, 2016)** – This morning, the American Egg Board (AEB) kicked off expanded support of the White House Easter Egg Roll by presenting First Lady Michelle Obama and President Obama with the 39<sup>th</sup> annual Commemorative Egg. AEB Chairman Blair Van Zetten and President and CEO Anne L. Alonzo made the presentation on behalf of America’s egg farmers.

“I am deeply honored to present the 39<sup>th</sup> Commemorative Egg, on behalf of America’s egg farmers, to the First Lady and President Obama,” says AEB Chairman Van Zetten. “This year, we’re pleased to participate in the White House Easter Egg Roll by educating people about where eggs come from, and providing EggPops – a portable hard-boiled egg on a stick dusted with seasoning – to attendees. As a powerhouse of nutrition with nothing artificial, eggs are on trend with consumers’ growing interest in protein.”

In addition to the Commemorative Egg, AEB donated more than 30,000 REAL hard-boiled eggs for egg rolling, the egg hunt, egg decorating and snacks. They also brought the egg production process to life for the 35,000 parents and children attending through AEB’s whimsical *An Egg’s Journey from Farm to Table*. The journey featured the *Hollywood Hens*, realistic imitation hens; photo cut outs that showcased the hen house, processing and delivery; and a play kitchen where children got hands-on experience moving eggs from the fridge, to the stove, to their breakfast, lunch and dinner plates.

Key information about eggs was placed throughout the expanded exhibit space, and attendees had the opportunity to ask their questions to egg experts, including an egg farmer. Children left the exhibit with Incredible-branded Silly Putty Eggs and half dozen cartons of egg-shaped chalk.

More Incredible Edible Egg activities were also spread out throughout the South Lawn and Ellipse through photo opportunities with the a 16’ inflatable Incredible Egg, EggPop sampling and the popular Incredible Egg Character who took pictures with kids and adults. All volunteers also wore the hats and aprons featuring the official White House Easter Egg Roll logo that are donated by America’s egg farmers annually.

People nationwide could also join in the fun via the Incredible Edible Egg’s social networks. The famous Incredible Adventure Egg took people behind-the-scenes on the South Lawn via live tweets, using the official #LetsCelebrate, and video via Periscope – a live streaming app linked to Twitter.

Artist Lynda Matson, a lifelong resident of Seattle, designed this year’s Commemorative Egg to reflect the idea that all children deserve and education to grow and achieve their dreams — themes she sees reflected in the First Lady’s Reach Higher initiative.

For more information about the American Egg Board, egg recipes, and Easter, visit [www.IncredibleEgg.org](http://www.IncredibleEgg.org). To watch the Egg Roll live, visit the White House Live Stream, [Wh.gov/live](http://Wh.gov/live).

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**About the American Egg Board (AEB)**

Through AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion—all geared to drive demand for eggs and egg products. The Board consists of 18 members and 18 alternates from all regions of the country, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. AEB is located in Park Ridge, Ill. Visit [www.IncredibleEgg.org](http://www.IncredibleEgg.org) for more information.

*High-res Images Available Immediately of the 39<sup>th</sup> Commemorative Egg: <http://we.tl/EksVQNci3J>  
Additional images available by request.*