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Egg News Bureau

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AMERICA'S EGG FARMERS LAUNCH NEW NATIONAL ADVERTISING CAMPAIGN

Park Ridge, Ill. (Jan. 17, 2011) – America's egg farmers are introducing "You Do Everything," a new national advertising campaign for the incredible edible egg™, set to launch Monday, Jan. 17.

"Eggs are often a part of weekend breakfasts, but there is an opportunity to make eggs a bigger part of Americans' weekday breakfast routines," says Kevin Burkum, senior vice president of marketing for the American Egg Board, a nonprofit marketing organization funded by America's egg farmers. "This new advertising builds on a universal truth that parents will do whatever it takes to help their child succeed in school, sports and beyond. We want to remind parents that success starts with an all-natural, high-quality protein breakfast, like eggs, to give kids the energy they need to perform their best throughout the day."

Created by Grey New York, the ads take a humorous look at what parents will do to help their children succeed. In one of the 15-second television commercials, a father dons a wig and plays the role of a princess while helping his young son rehearse lines for the school play. In another commercial, a dad uses a \$20 bill to quiz his daughter about fractions. In response to his question about half of 20, she rips the bill in half to reveal the correct answer. [Click here](#) to view the commercials.

"I think this campaign will really strike a chord with the target of moms because it's undeniably true that parents are all about their kids," says Ari Halper, senior vice president executive creative director at Grey New York. "But the message comes off in a very real, very human way, while still making a strong point about the value of eating eggs for breakfast."

The ads will begin appearing in a variety of television and online media outlets on January 17, including:

- "Good Morning America," "Rachael Ray Show," and the Food Network
- MSN.com, BHG.com, WeightWatchers.com and Hulu.com

To see the new advertising and to check out more on egg nutrition and cooking tips, along with quick and easy-to-prepare egg recipes, visit www.IncredibleEgg.org.

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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.