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Ali Fedotowsky Inspires Incredible EggArt Easter Sweepstakes

Unique and Easy Egg Decorating Techniques Offer Fresh New Look to Easter

Chicago (April 06, 2017) – The average American eats 276 eggs a year¹, many of which are consumed on the ultimate egg holiday of all—Easter! And this year, we’ve reached a new era in Easter egg decorating.

Out with the old days of pastel hues and plastic wrappers. 2017 is all about the etched, sparkled and polka dotted eggs! To celebrate a beloved Easter pastime, the American Egg Board is hosting an **EggArt Sweepstakes** in partnership with TV personality, and fashion and lifestyle blogger Ali Fedotowsky, to inspire your most gorgeous egg decorations!

As a new mom establishing her own special family traditions, Ali will be sharing some of her dazzling decorated eggs leading up to Easter, and wants to see yours too! Three lucky winners with the best egg in show, will receive an Easter egg gift set including a kitchen mixer and other exciting prizes! To enter, simply post of photo of your decorated Easter eggs on Instagram using both the #EggArt and #Sweepstakes hashtags. The contest runs until Sunday, April 16th. Winners will be announced on the American Egg Board’s *Instagram*, *Facebook*, and *Twitter*, on April 17th.

Before you get decorating, [here’s an easier way to hard boil eggs](#), shortcutting you right to the fun! Once hardboiled, think beyond the traditional painted egg by trying one of these D.I.Y. Easter egg designing tricks.

- [Perfect Polka](#): Use the eraser end of a pencil to paint perfect polka dots on your egg. Just dip the eraser into acrylic craft paint and dab onto the egg. Make different patterns and use different colors to create your whimsical designs!
- [Get Sparkly](#): Glitter eggs like these are sure to be the star of any Easter basket. Brush craft glue over the egg until the entire surface is covered. Sprinkle a handful of glitter on paper plates and start rolling!
- Egg Etching: Simply draw your design directly onto a brown egg shell with a hot wax pen, then drop the egg into a glass of vinegar for about 5 minutes (or until you see bubbles form around the egg). Remove the egg and scratch off the wax and you’d see your design etched into the egg!

While egg decorating is a favorite Easter activity, eggs are a nutrient powerhouse, with so a wide variety of ways to prepare and cook them. There’s sure to be a style or recipe the whole family enjoys! From

¹ <https://www.usda.gov/oce/commodity/wasde/latest.pdf>

hard-boiled, to perfectly poached, and every sunny side up in between, you can feel great “putting an egg on it” and knowing you’ll get [6 grams of high-quality protein](#)², all for 70 calories per large egg.³ A few ideas for the perfect Easter brunch spread: [Mexican-Style Eggs in a Nest](#), [Pickled & Deviled Eggs](#) and [Asparagus Tomato Quiche](#).

For more Easter decorating tips, tricks and techniques, plus delicious brunch recipes that are sure to make you crack a smile, visit us at [IncredibleEgg.org](#) and check us out on [Facebook](#) , [Twitter](#), [Pinterest](#), [YouTube](#) and [Instagram](#).

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](#) for more information.

² Campbell B et al. International society of sports nutrition position stand: protein and exercise. J Int Soc Sport Nutr. 2007;4:8

³ US Department of Agriculture, Agriculture Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Release 28. Basic Report: 01123