

**INDUSTRY TOOLKIT AND
PRESS RELEASE**

WORLD EGG DAY 2021

FRIDAY 8 OCTOBER



WHAT IS WORLD EGG DAY?

World Egg Day is a global celebration of the highly nutritious and brilliantly versatile egg!

It is celebrated every year on the second Friday in October and is a fantastic opportunity for the global egg industry and egg lovers alike to promote our fantastic product!

HOW CAN YOU GET INVOLVED?

World Egg Day is a brilliant opportunity to make sure everyone in the world knows that eggs are an excellent, affordable source of high-quality nutrition, with the potential to help feed the world.

There are lots of ways you can get involved in World Egg Day celebrations in 2021, from developing a social media campaign to running an awards programme. The promotional possibilities are endless!

To help you get started we have developed this industry toolkit full of useful content, which you are welcome to share.

WHAT DOES THE TOOLKIT INCLUDE?

- 🥚 2021 theme and key messages
- 🥚 World Egg Day hashtags
- 🥚 Ready-made social media graphics
- 🥚 World Egg Day logo pack
- 🥚 Social media content suggestions
- 🥚 Celebration inspiration from 2020
- 🥚 World Egg Day press release

ALREADY GOT WORLD EGG DAY PLANS?

Let us know your plans by emailing info@internationalegg.com so we can amplify the global reach.



EGGS FOR ALL: NATURE'S PERFECT PACKAGE

This year's World Egg Day celebrates the brilliant versatility of the egg and its vast variety of benefits to people at every age and stage of life.

The egg is one of the most nutrient-dense natural food sources on the planet. Its all-round goodness can be drawn on by everyone, from the first 1,000 days of life to old-age.





The power of this perfect package is unbeatable! Improving brain function, supporting physical strength, aiding child growth – the egg can do it all!

Along with its many nutritional benefits, the egg is the most environmentally sustainable and affordable animal-source protein available, helping support families around the world as well as the planet itself.



We hope this year's theme will enable everyone to celebrate all that is great about the egg, no matter your location, market or specialism.

KEY MESSAGES



NOURISHING HUMAN POTENTIAL

-  The bioavailability and density of their nutrients means eggs have the capacity to directly improve human health outcomes around the world.
-  Eggs contain 13 different vitamins and minerals required by the body and are officially recognised as a high-quality protein.
-  Eggs are beneficial throughout the life course, with particular potential to fuel development during the first 1,000 days.
-  The high nutrient density of eggs enables them to support the body's natural immune system, advance physical growth and aid child brain development.

PROTECTING OUR PLANET

-  Eggs are officially recognised as a low impact protein source by the World Resources Institute.
-  Thanks to new efficiencies and significant productivity gains, eggs have a low environmental footprint.

FOSTERING DECENT LIVELIHOODS

-  The egg industry is a significant source of income for rural populations around the world.
-  In low and middle-income countries, women represent a large proportion of egg farmers and rely on their farms to feed their children.



CELEBRATING 25 YEARS OF WORLD EGG DAY

World Egg Day was established in Vienna 1996, when it was decided to celebrate the power of the egg on the second Friday in October every year.

Since then, egg fans around the world have thought up new creative ways to honour this incredible nutrient powerhouse, and the day of celebration has grown and evolved over time.

Over the years, World Egg Day has seen a variety of celebrations, including egg festivals, award ceremonies, new world records and celebrity cook-offs!

Whether you have been celebrating since the start, or this is your first time, make sure this year is one to remember!

**HOW WILL YOU
MAKE THIS YEAR
EGGS-TRA SPECIAL?**

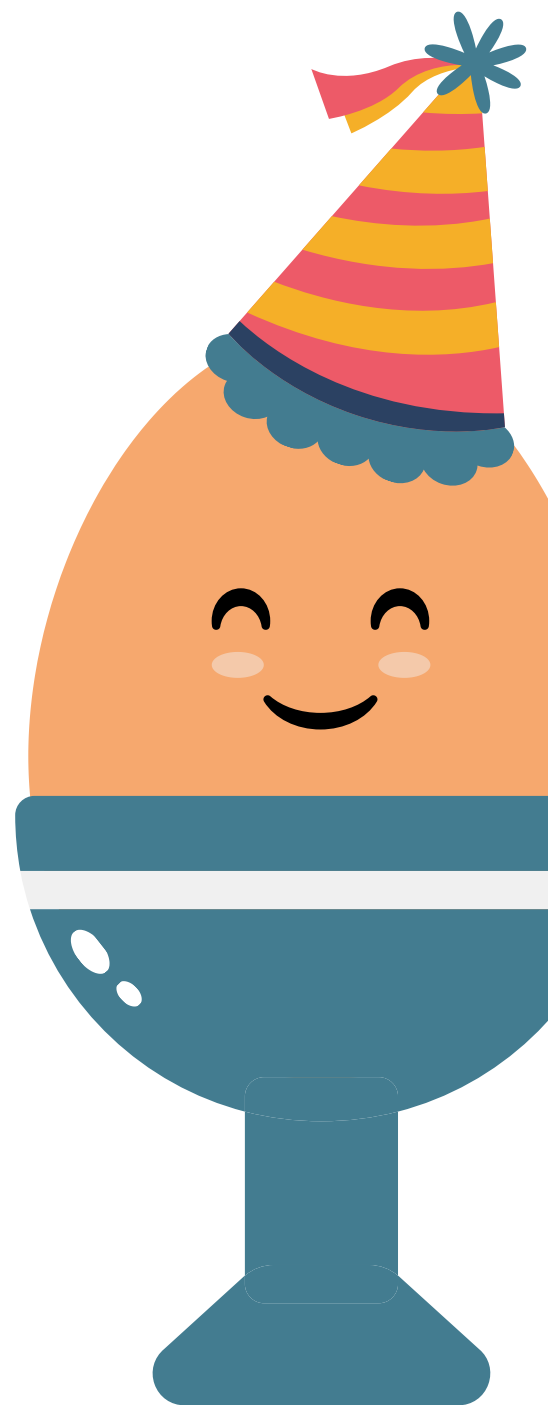
THE ANCIENT EGG

World Egg Day might have been around for 25 years, but eggs have been nourishing us for centuries!

Eggs are one of the oldest foods known to man, feeding families around the globe long before we officially celebrated them.

In fact, it is likely that domesticated laying hens date back as far as 7,500 BC!

We have got a lot to celebrate!



CONNECT WITH US

The easiest way to join in the global conversation on World Egg Day is via social media.



@WorldEgg365






HASHTAGS

Keep World Egg Day trending globally by using **#WorldEggDay** in your social media communications.

WORLDEGGDAY

STATS FROM 2020

Last year, #WorldEggDay achieved:

-  117,158,436 impressions
-  67,097,849 reach
-  17,225 posts



LET'S MAKE THIS YEAR THE BEST ONE YET!

ADDITIONAL THEMED
HASHTAGS FOR 2021

#EggsForAll

#WED25



CONTENT TO HELP YOU GET STARTED

We have created a social media toolkit, including a range of graphics, sample posts and World Egg Day logos to help you celebrate. All of the content is available in Spanish and English. If you would like it in another language, please contact us at info@internationalegg.com.



DOWNLOAD ALL THE WORLD EGG DAY SOCIAL MEDIA GRAPHICS AND SAMPLE POSTS FROM:

www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit-2021

HERE ARE SOME EXAMPLES OF WHAT IS INCLUDED:

Good for the planet and your health! 🌍
🥚🔍

Not only are eggs full of essential nutrients for every stage of life, they're also classified as a low impact protein source by the World Resource Institute, making them a sustainable food choice!



#WorldEggDay #EggsForAll #WED25

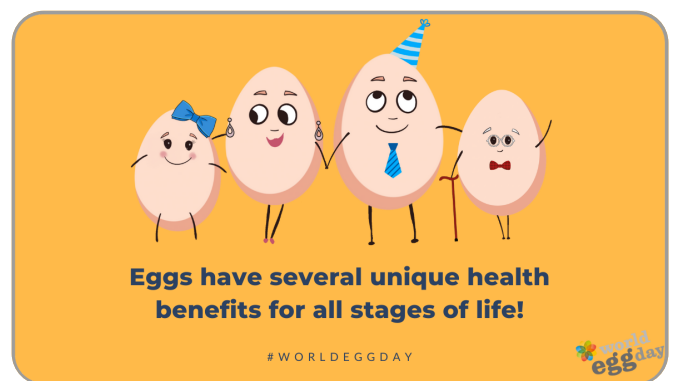


Eggs are packed with essential nutrients for every stage of life, from infancy to old-age! 🔍🧠👉👶

They also have several unique health benefits – like improving growth and development, supporting brain health, maintaining vision, and much more. 🙌



#WorldEggDay #EggsForAll #WED25



Did you know? 🤔 #Eggs not only contain 6g #protein, they also contain 13 essential nutrients and provide valuable nutrition to people of all ages! 💪 🥚 🔍 👨👩👧👦

How will you enjoy your eggs this #WorldEggDay? 🍳 🥚 🔍

#EggsForAll #WED25



An egg contains 6g of protein plus 13 essential nutrients

#WORLDDEGGDAY



WORLD EGG DAY LOGO PACK, AVAILABLE IN 21 LANGUAGES!

DOWNLOAD THE WORLD EGG DAY LOGO PACK FROM:

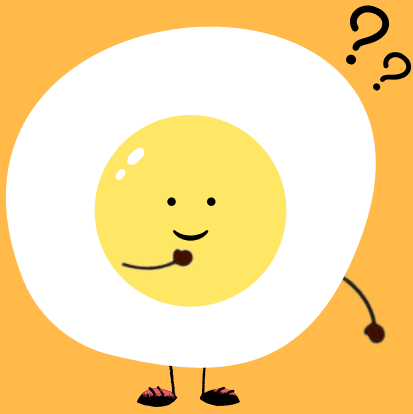
www.internationalegg.com/resource/world-egg-day-logo-pack



DOWNLOAD YOUR FULL SOCIAL MEDIA TOOLKIT FROM:

www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit-2021





CELEBRATION IDEAS

Over the past 25 years, members of the egg industry have celebrated World Egg Day in many unique ways.

Here are some examples from last year to help you get inspired.



EDUCATIONAL CONTENT

Srinivasa Farms in India celebrated by creating educational content and running weekly quizzes.



MEDIA BRUNCH

Latvia celebrated by organising a Media Brunch, where three famous chefs gave a masterclass in egg cooking.



EGG DONATIONS

In Nigeria, Emerald City Day Care distributed over 1,050 hard-boiled eggs to indigent children of Ijegan.



EGG PEELING COMPETITION

PANOG in Nigeria hosted an egg peeling contest, where competitors raced against the clock to win a prize.



SOCIAL MEDIA CAMPAIGN

Egg Farmers of Canada launched social media campaigns with three celebrity chef ambassadors and a dozen bloggers.



VIRTUAL MUSIC FESTIVAL

Brazil hosted their first Egg Music Festival, where university students competed on social media to win a prize.

WORLD EGG DAY 2021: CELEBRATING THE MANY BENEFITS OF EGGS FOR ALL

- 🥚 World Egg Day will be celebrated across the globe on Friday 8 October 2021.
- 🥚 The annual event honours the highly nutritious and brilliantly versatile egg, highlighting the vast range of unique benefits it brings to people of all ages.
- 🥚 To mark the 25th anniversary of World Egg Day, **[ADD YOUR ORGANISATION NAME HERE]** will **[SUMMARISE HOW YOU WILL CELEBRATE]**.

On Friday 8 October, egg fans worldwide will celebrate the power of the egg and all its nutritional and environmental benefits.

The global event, celebrated on the second Friday of October every year, welcomes everyone to honour the unique contribution eggs make to supporting people around the world.

Owing to their broad range of nutrients, eggs are a healthy, nutritious and affordable part of the diet for people at all stages of life, including growing teenagers, pregnant and lactating women, the elderly, and infants, particularly those in nutritionally vulnerable areas.

The health benefits of eggs are vast. They contain 13 essential nutrients, including choline, which supports foetal brain development; vitamin B12 and iron for child growth and overall brain function; and iodine, which aids the healthy functioning of the nervous system and maintains healthy skin.

This unique range of qualities means that eggs are an ideal choice for all different kinds of lifestyle as well as age, from athletes to academics.

Along with their nutritional value, eggs are the most environmentally sustainable and affordable animal-source protein available, helping support families around the world as well as the planet itself.

This year will be World Egg Day's 25th anniversary and to mark the occasion, **[ADD YOUR ORGANISATION NAME HERE]** will **[EXPLAIN HOW YOU WILL CELEBRATE]**.

Join in the celebrations wherever you are by sharing your favourite egg dish using #WorldEggDay on social media.

DOWNLOAD AS A WORD DOCUMENT FROM:

www.internationalegg.com/our-work/world-egg-day/world-egg-day-2021-celebrating-the-many-benefits-of-eggs-for-all





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