

**INDUSTRY TOOLKIT AND  
PRESS RELEASE**



**World Egg Day  
2023**

**FRIDAY 13 OCTOBER**

**#WORLDDEGGDAY**



## WHAT IS WORLD EGG DAY?

World Egg Day is an international celebration dedicated to the incredibly nutritious and wonderfully versatile egg!

It is celebrated annually on the second Friday of October and provides an excellent opportunity for both the worldwide egg industry and egg enthusiasts to advocate for our exceptional product!

## HOW CAN YOU GET INVOLVED?

World Egg Day is the perfect opportunity to spread global awareness about the remarkable benefits of eggs as a cost-effective and highly nutritious food source, with the potential to address global food needs.

There are a range of ways to join in and engage with the celebrations of World Egg Day 2023. Whether it's crafting a captivating social media campaign or organising an awards programme, the promotional opportunities are endless!

To help you get started, we have prepared an industry toolkit brimming with valuable content, which you are welcome to distribute and share.

### WHAT DOES THE TOOLKIT INCLUDE?

- 🥚 2023 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 2022
- 🥚 Creative tips to help you plan
- 🥚 World Egg Day press release

### ALREADY GOT WORLD EGG DAY PLANS?

Let us know your plans by emailing [info@internationalegg.com](mailto:info@internationalegg.com) so we can amplify the global reach.



## EGGS FOR A HEALTHY FUTURE

This year's World Egg Day theme 'Eggs for a healthy future' celebrates the nutritional power of the incredible egg and its potential to combat common nutrient deficiencies across the world.






The remarkably versatile egg contains 13 essential nutrients in one delicious package.

As well as its abundant nutritional merits, the egg is one of the most environmentally sustainable and cost-effective animal-source proteins available.




We hope that this year's theme will encourage everyone, no matter your location, market or specialism, to celebrate the unique power of the egg.

## KEY MESSAGES



### NATURE'S NUTRIENT HERO

-  Containing a wide range of essential nutrients and vitamins in one affordable and delicious package, eggs can play a pivotal role in eradicating common nutrient deficiencies.
-  Iron and vitamin D, A and B12 are among the most common nutrient deficiencies worldwide - all of which can be found in eggs.
-  Many of the nutrients found in eggs are commonly under-consumed yet are required as part of a healthy diet to help optimise performance and avoid serious health issues.
-  The high nutrient density of eggs enables them to support the body's natural immune system, advance physical growth and aid child brain development.
-  Eggs have the capacity to directly improve human health outcomes across the world, contributing to a healthy future for all, thanks to the bioavailability of their nutrients.

### THE PERFECT PROTEIN

-  Eggs contain all 9 essential amino acids, making them a 'complete' protein. The ratio and pattern of amino acids in eggs makes them the perfect match for the body's needs.
-  Eggs provide one of the highest quality proteins naturally available.
-  The protein in eggs helps to build muscle, curb hunger, boost the immune system and much more.

### EGG-CELLENT VERSATILITY

-  Eggs are a healthy and accessible source of nutrition for people at all stages of life, including teenagers, expecting mothers, infants and the elderly.
-  Due to their outstanding versatility, eggs can be enjoyed as an ingredient or the centre of a dish, for any mealtime throughout the day!



## CONNECT WITH US

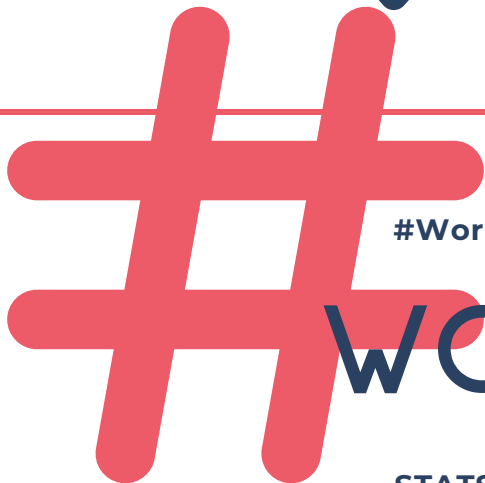
The easiest way to join in the global conversation on World Egg Day is via social media.



@WorldEgg365



## HASHTAGS



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

# WORLD EGG DAY

### STATS FROM 2022

Last year, over 100 countries across the globe celebrated World Egg Day on social media, with #WorldEggDay achieving:

 A reach of 127 million

 Over 305,000 reactions

We were also delighted to see an overwhelming return to in-person World Egg Day celebrations in 2022.

ADDITIONAL THEMED  
HASHTAGS FOR 2023

**#EggsForAHealthyFuture**

**#FuellingOurFutures**

LET'S MAKE  
THIS YEAR  
THE BEST  
ONE YET!



## 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 English. If you would like it in another language and can support with translation to amplify our global reach, please contact us at [info@internationalegg.com](mailto:info@internationalegg.com).



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

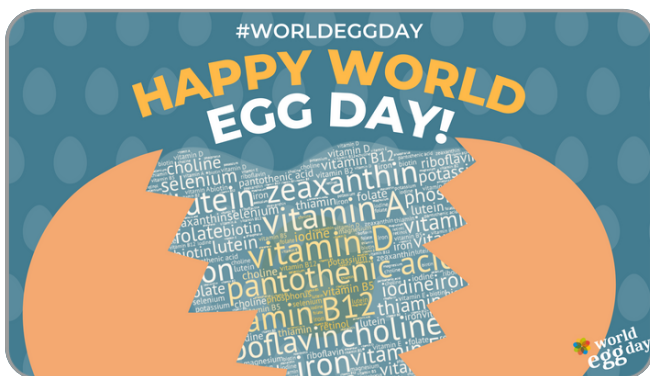
[www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit/](http://www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit/)

### HERE ARE SOME EXAMPLES OF WHAT IS INCLUDED:

Join us as we celebrate #eggs, champions of a healthy future for all with their abundant nutritional power and low environmental impact 🌱 ✨

Make sure to share your own celebrations by using the hashtags #WorldEggDay and #EggsForAHealthyFuture 🥚 🌍

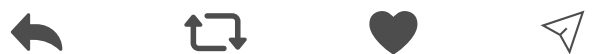
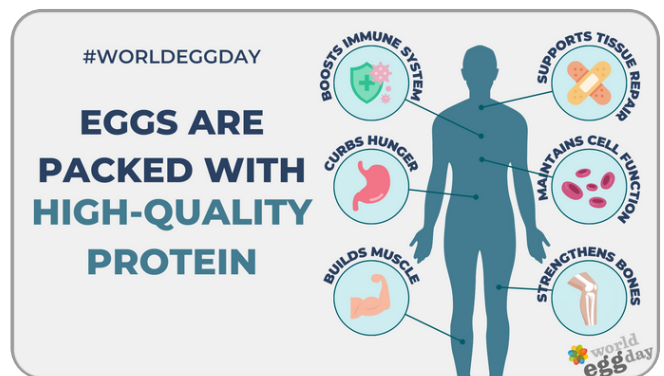
#FuellingOurFutures #EggNutrition



One large #egg provides 6 grams of powerful protein! 💪 🥚

Protein plays a vital role in building muscle, boosting the immune system, strengthening our bones and much more! ✨ ✨

#EggsForAHealthyFuture  
#WorldEggDay #EggNutrition

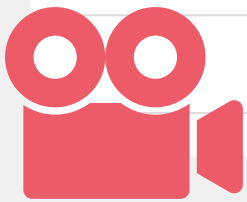


**+** NEW video content to share on your socials!

🌍 🥚 Celebrating World Egg Day! 🥚 🌍

Join us in recognising the incredible power of #eggs for human and planetary health 🥚 ❤️

#WorldEggDay #FuellingOurFutures  
#EggsForAHealthyFuture #EggNutrition #EggProtein



**DOWNLOAD YOUR FULL SOCIAL MEDIA TOOLKIT FROM:**

[www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit/](http://www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit/)

**WORLD EGG DAY LOGO PACK, AVAILABLE IN 21 LANGUAGES!**

DOWNLOAD THE WORLD EGG DAY LOGO PACK FROM:

[www.internationalegg.com/our-work/world-egg-day/world-egg-day-logo-pack/](http://www.internationalegg.com/our-work/world-egg-day/world-egg-day-logo-pack/)





## CELEBRATION IDEAS

Since the first World Egg Day in 1996, countries from across the globe have celebrated in many unique and wonderful ways.

Here are some examples from last year, to inspire you to kick start your celebrations:



### SUPPORTING THE COMMUNITY

In Botswana and Ghana, eggs were donated to the local community in an effort to give back.



### THEATRICAL TOUR

Residents of six cities enjoyed a rolling, educational play about the nutritional benefits of eggs in Colombia.



### EGG-CITING COMPETITIONS

India celebrated with egg-based competitions including an egg race, cooking competition and egg painting.



### DANCING FLASH MOB

A flash mob of over 150 participants was organised in Latvia, with dancer's headpieces forming an egg from a bird's eye view, spanning 150m<sup>2</sup>!



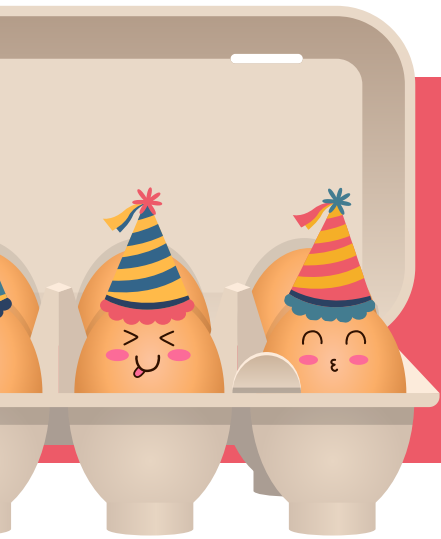
### FUN EGG FACTS

In the USA, fun egg facts were shared across social media about how life is #BetterWithEggs



### EGG-FOCUSED PODCAST

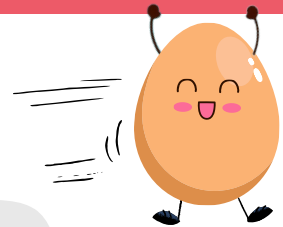
In Poland, World Egg Day was celebrated with the launch of a podcast that addressed the nutritional, environmental, social and economic benefits of eggs.



# THINK OUTSIDE THE EGG BOX

For World Egg Day, and beyond, we want our message of the nutritional power of the egg to be spread as far as possible!

Here are a few 'outside the egg box' ideas that you can use to enhance the scope of your World Egg Day campaigns:



## INTERACTIVE SOCIAL MEDIA

Encourage your audience to engage with your campaigns by using interactive methods such as Instagram and Twitter polls, online quizzes and egg jokes or facts.

## LOW-COST RECIPES

In light of the cost-of-living-crisis, now more than ever it is important for the majority of the population to have accessible, affordable food. Share your favourite budget-friendly recipe ideas and help others through times of hardship.

## INFLUENCER CAMPAIGNS

Being an inspiration to their fans, celebrities and influencers can extend your reach and improve awareness by engaging with your campaigns.

## VIRAL TIKTOKS

As one of the fastest growing social media platforms, TikTok's algorithm boasts the perfect opportunity to host challenges that can spread quickly across the globe!

## OFFLINE MEDIA

Contact your local radio station or TV news outlet to promote your campaigns and encourage participation from your local community.



## WORLD EGG DAY 2023: EGGS FOR A HEALTHY FUTURE

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- 🥚 World Egg Day will be celebrated across the globe on Friday 13 October 2023.
- 🥚 The annual event honours the remarkably versatile and highly nutritious egg, highlighting the vast range of unique nutritional benefits it brings to human health and its scope for combatting common nutrient deficiencies, ultimately contributing to a healthy future for all.
- 🥚 To mark World Egg Day 2023, **[ADD YOUR ORGANISATION NAME HERE]** will **[SUMMARISE HOW YOU WILL CELEBRATE]**.

On Friday 13 October, egg enthusiasts worldwide will come together to recognise the remarkable nutritional, environmental and societal benefits of eggs.

World Egg Day is observed on the second Friday of October every year and invites individuals from all walks of life to appreciate and celebrate the exceptional contribution eggs make in supporting people globally.

Renowned for their protein and nutrient density, eggs stand among the most nourishing foods on the planet. One large egg contains 13 essential vitamins along with 6g of protein, making it a valuable and cost-effective dietary addition suitable for individuals of all ages, worldwide.

Importantly, eggs can combat common nutrient deficiencies that often go unaddressed but are crucial for maintaining optimal human health and performance. Eggs contain an array of essential nutrients, including choline, which aids in brain development and function; vitamin A, promoting eye health, resilient skin and a robust immune system; and vitamin D, playing a pivotal role in bone health. Furthermore, eggs are packed with high-quality protein, essential for the strength and repair of muscles and tissues.

Beyond their nutritional powers, eggs proudly rank as one of the most environmentally sustainable and affordable animal-source proteins. By supporting families worldwide and fostering the well-being of our planet, eggs exemplify a solution that benefits both people and the planet.

In celebration of this year's World Egg Day, **[ORGANISATION NAME]** will **[DESCRIBE HOW YOUR ORGANISATION WILL PARTICIPATE]**.

Join the celebrations from anywhere across the globe by sharing your favourite egg dish on social media using the hashtag **#WorldEggDay**.

**DOWNLOAD AS A WORD DOCUMENT FROM:**

[www.internationalegg.com/our-work/world-egg-day/world-egg-day-2023-eggs-for-a-healthy-future/](http://www.internationalegg.com/our-work/world-egg-day/world-egg-day-2023-eggs-for-a-healthy-future/)





Tell us your World Egg Day plans by emailing  
**[info@internationalegg.com](mailto:info@internationalegg.com)** so we amplify the global reach!