

**INDUSTRY TOOLKIT AND
PRESS RELEASE**

World Egg Day 2024

FRIDAY 11 OCTOBER

#WORLDDEGGDAY



WHAT IS WORLD EGG DAY?

World Egg Day is an international event that honours the highly nutritious and incredibly versatile egg.

Celebrated each year on the second Friday of October, it offers a fantastic opportunity for both the global egg industry and egg enthusiasts to promote our remarkable product!

HOW CAN YOU GET INVOLVED?

World Egg Day is an exciting opportunity to raise global awareness about the incredible benefits of eggs as an inexpensive and highly nutritious food source, with the potential to help feed the world.

There are numerous ways to participate in World Egg Day 2024 celebrations. From creating a captivating sand sculpture to creating the largest egg pizza in the city, the possibilities are endless!

To help you get started, we have prepared an industry toolkit filled with valuable content for you to distribute and share.

WHAT DOES THE TOOLKIT INCLUDE?

- 🥚 2024 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 2023
- 🥚 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 so we can amplify the global reach.



UNITED BY EGGS

This year's World Egg Day theme 'United by eggs' celebrates how the incredible egg can connect and unite people from all corners of the globe.






Eggs can be found in cuisines across our planet's cultures and countries, showcasing their universal appeal and essential role in global nutrition.

As well as being an environmentally friendly animal protein source and their abundance of nutritional benefits, eggs have the power to bring people together. They can play a crucial role in fostering cross cultural understanding and promoting solidarity within communities across the world.

We hope that this year's theme inspires everyone, no matter your location, specialism or area of expertise, to celebrate how we can be #UnitedByEggs.

KEY MESSAGES

UNITED IN PURSUIT OF HEALTH

-  Eggs are nutrient dense, contributing to health, development and function of the body and brain.
-  Eggs provide essential vitamins, minerals and high-quality protein, vital for every stage of life.
-  Eggs are widely available sources of high-quality protein, making them accessible to people across different socio-economic backgrounds, fostering unity in nutrition.
-  Choosing eggs helps contribute to a healthier planet for all of us. Eggs require few resources and produce few greenhouse gas emissions.
-  Eggs are a simple, versatile and complete source of nutrition.

UNITING PEOPLE THROUGH TRADITION

-  Eggs are a universal food found in cuisines across cultures and continents, bringing people together through shared culinary traditions.
-  Eggs play a central role in many cultural and religious festivals, highlighting their significance in bringing communities together.

UNITING FAMILIES AND COMMUNITIES

-  Supporting local egg farmers boosts local economies and food security. This fosters a sense of unity and collective well-being within communities.
-  Due to their outstanding versatility, eggs can be enjoyed as an ingredient or the centre of a dish, for any mealtime throughout the day!
-  Nothing brings people together like the joy of a home-cooked meal, make sure to add an egg to amplify your nutrient intake.



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 2023

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

 Over 129 million impressions

 Over 192,000 reactions

We were also ecstatic to see an overwhelming number of in-person World Egg Day celebrations in 2023.

ADDITIONAL THEMED HASHTAGS FOR 2024

#UnitedByEggs

#EggsForUnity

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.



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-2024

HERE ARE SOME EXAMPLES OF WHAT IS INCLUDED:

It's #WorldEggDay! 🌍 🥚 🌈

Join us as we celebrate the unity that #eggs foster; while also recognising the incredible impact they have on communities around the world. 🤝 🔍



#UnitedByEggs #EggsForUnity



Eggs are a healthy and inexpensive food that assist you in every stage of life! 🥚 ✨

From improving concentration levels in children to aiding the prevention of certain eye diseases in adults, the benefit of eggs can be experienced by all! 🤝 🔍

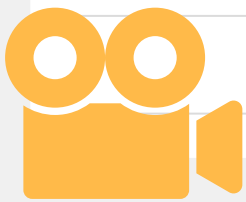
#UnitedByEggs #WorldEggDay



+ Video content to share on your socials!

Happy World Egg Day 2024! This year's theme, #UnitedByEggs not only celebrates the nutritional benefits of #eggs but also the positive impact they have on uniting people across the world! 🥚 🌍 🇬🇧

#WorldEggDay #EggNutrition #EggsForUnity



DOWNLOAD YOUR FULL SOCIAL MEDIA TOOLKIT FROM:



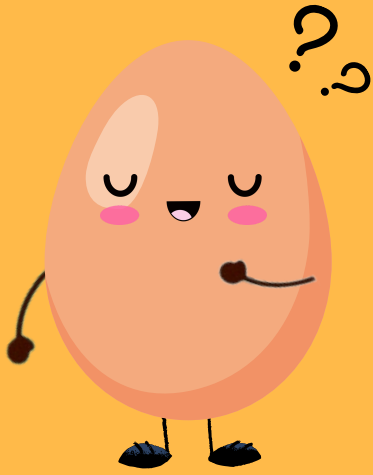
<https://www.internationalegg.com/our-work/world-egg-day/world-egg-day-social-media-toolkit-2024>

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-2024-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:



EGG-CITING GAMES

France celebrated by creating an interactive digital game to highlight the many benefits of eggs.



SAND SCULPTURE

A sand artist in India created an incredible piece of work centred around World Egg Day.



SUPER HEROES

In Panama, school children enjoyed an activity-filled day, featuring their superhero - 'Super Egg'.



SUPPORTING THE COMMUNITY

In Sri Lanka, eggs were donated to expecting mothers and children, and books were given to school libraries.



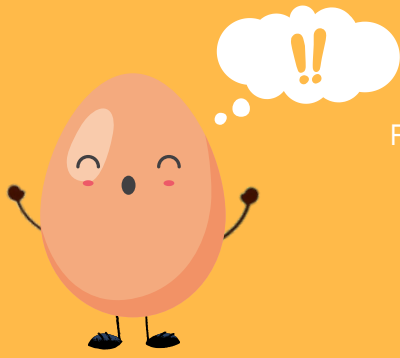
BIG BREAKFASTS

1,500 members of a local community in the USA united for their annual big omelette breakfast.



MUSIC FESTIVALS

Brazil marked the day with an exciting series of events, including a dedicated music festival.



THINK OUTSIDE THE EGG BOX

For World Egg Day, and beyond, we want our message of the unifying 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:

COMPETITIONS

Host a competition to help bring your local community together and to educate them about the benefits of the incredible egg.

SHORT VIDEOS

Upload egg-inspired short videos on various social media platforms to showcase your favourite recipes in a time efficient way for those who are always on the go.

ONLINE QUIZZES

You can expand your audience globally through hosting a fun egg-filled online quiz.

OFFLINE MEDIA

Reach out to nearby newspapers or radio stations to promote your World Egg Day campaigns and to inspire your local community to get involved in the celebrations.

PARTNER WITH A LOCAL CHARITY

Partner up with a local charity to help boost the reach of World Egg Day and improve fundraising opportunities within the community.

WORLD EGG DAY 2024: UNITED BY EGGS

- 🥚 World Egg Day will be celebrated across the globe on Friday 11 October 2024.
- 🥚 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 connecting people from diverse backgrounds, cultures and nations.
- 🥚 To mark World Egg Day 2024, **[ADD YOUR ORGANISATION NAME HERE]** will **[SUMMARISE HOW YOU WILL CELEBRATE]**.

On Friday 11 October, egg lovers worldwide will come together to celebrate the remarkable power of eggs and how they can bring people together.

World Egg Day, celebrated on the second Friday of October each year, invites people from all backgrounds to appreciate and honour the exceptional contributions eggs make in supporting communities worldwide.

Eggs have a unique ability to bring families and communities together. They are a staple in countless cuisines within every continent. From a delicate quiche in France to Tamago Sushi in Japan, eggs play a central role in meals that bring people together. Through the enjoyment of eggs, people around the world are able to find common ground and a sense of connection.

Along with their power to unite communities, eggs are an environmentally sustainable and inexpensive animal protein, connecting people in the pursuit of a healthier planet.

Whether in family breakfasts, festive celebrations, or community meals, eggs bring people together, fostering connection and tradition. World Egg Day is more than a celebration of a household commodity; it's a recognition of the common bonds that connect us all through the universal appeal and benefits of eggs.

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-2024-press-release/





Tell us your World Egg Day plans by emailing
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