**Crack Open the Power of Protein**

**WORLD EGG DAY, 14th OCTOBER 2016**

This year marks the 21st birthday of World Egg Day. On 14th October 2016 there will be a wide range of festivals, activities, charitable events and regional campaigns taking place all over the world - promoting the power of the astonishing egg, as the highest quality source of protein you can buy.

**The egg takes centre stage**

Planned by the World Egg Organisation (WEO), this annual foodie date provides the perfect platform for communicating the numerous benefits of eggs to a worldwide audience. Julian Madeley, Director General of WEO explains this year’s objectives: *“Eggs can make a crucial contribution to our diet on an individual level, and can also help to fulfil the protein requirements of the global community. In both developed and developing populations – a high quality source of protein is a fundamental requirement. The significant role of eggs in delivering this essential nutrient cannot be overstated, so we hope to encourage as many people as possible to be part of this year’s celebrations.”*

# Nature’s premium protein

# It is all too easy to take eggs for granted but they really are nature’s ultimate source of high quality protein. With an estimated one billion undernourished people across the globe – eggs have the power to help feed the world. A source of high quality protein is essential for:

* Foetal development
* Healthy brain development
* Improving concentration levels
* Supporting the body’s immune system
* Essential to support the effectiveness of vaccinations and antiretroviral drugs

In developed populations eggs are also effective for weight control. Packed full of goodness in their own biodegradable packaging; eggs provide a complete food solution.

**The secret is out, so spread the word**

# Also rich in amino acids, calcium, sodium, iodine, selenium, choline and vitamins A, B, D and E, the message is loud and clear; ‘eggs are the answer’. They are an affordable, sustainable building block for a healthy, nutritious diet that benefits from a low carbon footprint.

As well as the health advantages, eggs also taste great! They’re one of the most versatile and adaptable store cupboard essentials. Healthy eating has never tasted so good - so get cracking and discover endless eggy creations during the festivities.

**Embrace your wellbeing with a daily dose of egg**

World Egg Day provides an opportunity to educate people about the true value of eggs and the importance of high quality protein in a fun and engaging way.Countries all around the world will be celebrating in recognition of this small but mighty food source. So come and join the eggstraordinary party on Friday 14th October.

[www.worldeggday.com](http://www.worldeggday.com) / #WorldEggDay

**ENDS**

**Editor’s Notes:**

**World Egg Day** **2016**

The egg industry has so much to shout about, so many fantastic messages to tell the world; let’s make sure that on Friday 14th October 2016, the whole world is talking about eggs. To help you get prepared for this year’s World Egg Day, we have put together an information pack, which includes template press releases, key messages and fascinating egg facts from around the world. You will also see our vibrant World Egg Day logo available for your use in multi languages.

Take a look at our list of events that have taken place in the past and some of our suggestions for possible future events. Let these ideas inspire you and please share your activity with us.

Link to media tools such including World Egg Day Press Pack, Logo & Country celebrations <http://www.internationalegg.com/representing-the-industry/egg-industry/wed-world-egg-day/>

World Egg Day Website – [www.worldeggday.com](http://www.worldeggday.com)

**Countries that celebrate World Egg Day include:**

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| **Europe:**   * Hungary * Germany * France * Spain * Poland * UK * Turkey * Ireland * Denmark | **Americas:**   * Canada * USA * Brazil * Mexico * Barbados * Colombia * Honduras |
| **Asia and Middle East:**   * India * Thailand * Bangladesh * Nepal * Hong Kong * Vietnam * Taiwan * Iran * Malaysia | **Africa:**   * Nigeria * Zambia * Namibia * Zimbabwe * Ski Lanka * Mozambique * Uganda |
| **Australia and Oceania:**   * New Zealand * Australia |  |