**Protein for Life**

**Enjoy Nutritious, Sustainable, Affordable Eggs at Every Stage**

**WORLD EGG DAY, 12th OCTOBER 2018**

The international egg community is making plans to celebrate World Egg Day on Friday 12th October 2018. This year, the industry’s global campaign will focus on the crucial role that eggs play throughout our lives – as a source of the highest quality protein.

**Fulfilling Every Requirement**

Promoting good health and wellbeing are currently key priorities on the international agenda. Leading international organisations and governmental policy makers are addressing how dietary and nutritional standards of populations in both developed and developing nations can be improved. Eggs offer an affordable and sustainable solution to help overcome these serious challenges. This climate of concern around health issues presents the egg industry with an unrivalled opportunity to share the numerous benefits that eggs provide during each stage of human development from 0 to 100+.

**With You on Life’s Journey**

Organised annually by the World Egg Organisation (WEO), Julian Madeley, CEO explains the objectives of this year’s World Egg Day campaign: *“Every member of our industry can help ensure that the whole world is talking about eggs as a valuable source of protein for every life stage. On World Egg Day, we want to generate targeted messages highlighting specific benefits for key consumer groups – from before birth, during the early years, adulthood and into later life. However young or old you are eggs can have a significant impact as a valuable source of essential protein. By working together collectively, through a range of communication channels, dedicated events and particularly through social media networks, we aim to reach an even greater audience this year.”*

**The Key Life Stages:**

* **Before Birth**

Proteins are the building blocks of life and it’s never too soon to benefit from the positive power of eggs. Full of essential nutrients, eggs contribute to healthy foetal development. This is an important message to convey to prospective parents to ensure each unborn child has the very best possible start in life – no matter where they are, or into what circumstances they are born.

* **Child’s Play**

A high quality source of protein is vital, particularly in childhood. Every cell in the human body contains protein which we need in our diets to generate new cells. Packed full of goodness, eggs provide a complete food solution that supports healthy brain development in young children and improves concentration levels at school.

* **Working Hard**

Into adulthood, eggs remain an essential dietary partner. Not only do eggs build protein and repair tissue, they are also essential for making enzymes and hormones. Having an egg rich diet can also help you stay feeling fuller for longer and be an important ally in effective weight management.

* **Healthier for Longer**

# Essential for bones, muscles, cartilage, skin and blood, egg protein helps to repair body tissue as we grow older. During the later years, eggs continue to deliver substantial benefits and older people can significantly improve their health by increasing their egg consumption.

**Zero Hunger**

It’s estimated that malnutrition is a stark reality for one billion people. Eggs have the potential to eliminate global hunger by providing a high quality source of protein. Through the ongoing support of the egg industry, the International Egg Foundation (IEF) continues to deliver life changing projects in some of the most impoverished regions in the world. The work of the IEF demonstrates the egg industry’s commitment to sustainable development and eradicating food poverty.

**The Egg Industry Unites to Spread the Word**

Since its inception 23 years ago, World Egg Day continues to gain momentum on the international stage. In 2017 over 40 countries participated in promoting eggs. The global reach of last years’ combined activities engaged with an audience of over 230 million. The rise of social media has made it possible to effectively communicate with ever greater numbers of consumers and this year we wish to build on the industry’s past successes.

By promoting ‘protein for life’, eggs can fulfil the nutritional requirements of the global population. It’s a simple message to share and we are encouraging all members of the egg industry to engage in supporting World Egg Day on Friday 12th October.

**ENDS**

Web: [www.worldeggday.com](http://www.worldeggday.com)

Twitter: @WorldEggDay #WorldEggDay

Instagram: @World\_Egg\_Day

Facebook: @WEggDay

**Editor’s Notes:**

**World Egg Day** **2018**

To help the egg industry prepare for this year’s World Egg Day, we have put together an information pack which includes template press releases, key messages that focus on a variety of positive protein messages for a range of audiences and a selection of fascinating egg facts. You will also see our vibrant World Egg Day logo available for your use in multiple 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 activities with us.

Link to media tools including World Egg Day Press Pack, Logo and 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)