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News release writing sample

Key messages:

- Eggs' nutritional advantages include high protein content and essential vitamins.
- Eggs are not only breakfast food, they can be incorporated throughout the day into a variety of meals and snacks.
- Get creative with eggs and include them in different recipes and cuisines.

**NEWS from
American Egg Board**

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NOT JUST FOR BREAKFAST: EGGS ANYTIME, ANYWHERE

Empowering Young Adults to Gain More than Morning Fuel with Eggs and Explore New Ideas

CHICAGO, IL – The American Egg Board (AEB) is excited to announce the launch of its innovative campaign, “Not Just for Breakfast,” to inspire young adults aged 18-25 to explore the versatility of eggs with new recipes beyond traditional breakfast dishes.

The campaign’s main purpose is to create awareness around egg’s nutritional value since they are a high protein food with essential vitamins. Moreover, the AEB will invite young adults to experiment with new ideas and get creative while incorporating eggs throughout the day.

“Our campaign aims to inspire creativity in the kitchen and highlight the numerous ways eggs can enhance a variety of dishes,” Emily Metz, president and CEO of AEB said. “As we tracked young content creators and saw their focus on healthy choices, easy recipes and high-protein diets, ‘Not Just for Breakfast’ was born.”

The campaign will leverage social media platforms, like TikTok and Instagram, to connect with fitness, food and cooking influencers. AEB will measure the campaign's success and track engagement through the hashtags #NotJust4Breakfast and #BeyondBreakfast.

"AEB is incredibly excited about this campaign as we connect with a younger audience and align with our mission to increase demand for U.S. eggs and egg products," Metz said. "Our team is looking forward to this engagement to later include recipes to our website for our general audience to enjoy and get inspired by. Personally, I'm excited to be amazed at where younger generations take these recipes and get creative with the product."

The campaign launch marks a new era for AEB challenging younger audiences to get creative with this nutritious food and incorporate it to their diet in many ways. Let's get cooking and use eggs #NotJust4Breakfast.

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