

Partnership Helps Feed the Hungry

American Egg Board (AEB) is supporting the United Egg Producers (UEP) in an initiative to partner with America's Second Harvest – The Nation's Food Bank Network, in a 50 for 50 Plan in which egg producers will donate eggs in an effort to help feed those most in need in the United States.

As part of the plan, egg producers from all 50 states agree to donate eggs to America's Second Harvest, which will then match any donations made.

One egg producer with experience in food bank donations is Arizona-based Hickman's Family Farms. Hickman has donated its eggs to food banks throughout Arizona.

Clint Hickman, co-owner of Hickman's Family Farms, believes the donations serve as a way for his company to get involved with the community and provide underprivileged families the opportunity to enjoy traditions, such as egg painting.

"A lot of underprivileged people don't have a chance to buy eggs to do that," Hickman said.

In commenting on the partnership with AEB and UEP, America's Second Harvest Director of New Business & Partnership Development, Douglas Montgomery, said, "I do not have enough words to express our appreciation for what you have all done to help develop a plan for feeding thousands of those



Bill Small, driver for Hickman's Family Farms, pulls 200 cases of eggs out of his truck for Yuma Community Food Bank in Arizona. Hickman's Farms also has donated at various other food banks in Arizona.

identified as food insecure. I am very encouraged by the breadth of support from producers, carton manufacturers, UEP and AEB toward our common goal."

America's Second Harvest is the nation's largest charitable hunger-relief organization, serving over 25 million Americans each year.

Lilly's Radio Media Tour Provides Tips for Kicking Holiday Calories to the Sidelines

To gear up for the holiday season, Soccer superstar Kristine Lilly conducted a radio media tour on November 28 to share her egg-friendly tips on staying in shape and "kicking holiday calories to the sideline."



Feedback from radio producers has been very positive, so much so that one of the producers is writing a story for *ESPN The Magazine* and will be using parts of the interview for an upcoming article.

Lilly's radio media tour interviews were aired November 28 on

numerous networks, including:

- National "Good News Broadcast"
- National "Metro Networks"
- Atlanta, GA (WYYZ-AM)
- Bismarck, ND (KFYR-AM)
- Boston, MA (WDIS-AM)
- Chicago, IL (WSRB-FM)
- Cleveland, OH (WWOW-AM)
- Cleveland, OH (WCPZ-AM)
- Durant, OK (KLBC-FM)
- Kansas City, MO (KCWJ-AM)
- Michigan (Michigan Talk Radio)
- Mississippi (South Urban Net)
- Roanoke, VA (WAMV-AM)
- Roanoke, VA (WBTM-AM)
- Sacramento, CA (KFBK-FM)
- Salisbury, MD (WICO-AM)

In addition to the radio media tour, Lilly recorded an audio news release that will air on radio stations across the United States, reaching millions of moms with kids, AEB's target audience.

AEB, ENC Developing Choline Meal Plan

To help educate consumers of the importance of choline, AEB and ENC are developing a meal plan titled "10 Single-Serve Meal Ideas to Get the Choline You Need."

The meal plan will focus on getting adequate dietary choline. Recipes will feature at least one egg per meal and will highlight eggs as an affordable, versatile and excellent source of choline.

Early in 2008, the meal plan will be distributed to the media and featured on IncredibleEgg.org, ENC-Online.org and PregnancyFoodGuide.org. It will also be included in larger choline-focused information packets, which will be sent to members of pregnancy-focused health professional groups.