

**FOR IMMEDIATE RELEASE**Egg Media Hotline:
312-233-1211**AMERICAN EGG BOARD ESTABLISHES "EGGS FOR HAITIAN RELIEF"***Good Egg Project Goes International to Help Haiti*

Park Ridge, IL (Feb. 17, 2010) - America's egg farmers donated more than 275,000 dozen shell eggs (3.3 million eggs) to Feed The Children in an effort to help feed the hundreds of thousands of families affected by the earthquake disaster in Haiti. The donation, which amounts to more than \$275,000, is part of the America's egg farmers' "Eggs for Haitian Relief" initiative, an effort on behalf of the organization's ongoing Good Egg Project to fight hunger.

The donation of dried whole eggs is made possible by Feed The Children, one of the few organizations that will accept food, rather than monetary donations, to assist in the recovery process. "We are proud to work with Feed The Children to deliver high-quality protein eggs to Haitians recovering in the wake of devastation," says Joanne Ivy, President and CEO of the American Egg Board. "We thank our egg farmers across the country for making this effort possible." For the hundreds of thousands of Haitians struggling to find safe and healthy food sources in their communities, eggs will fill a critical void. The high-quality protein in eggs provides the building blocks bodies need to maintain mind and body energy, not to mention allowing people to feel less hungry and stay nourished.

Each year America's egg farmers donate more than 12 million eggs to U.S. food banks and charities. While the Good Egg Project was originated in 2009 to focus on domestic hunger and feeding issues, America's egg farmers have provided international help in the past. The American Egg Board partnered with Feed The Children most recently in 2005 when they provided egg products to survivors of the world's deadliest tsunami. Feed The Children's role in delivering food, medicine, clothing and other necessities to families in need speaks to the American Egg Board's commitment to *eat well and do good*.

For more information about the Good Egg Project, visit www.GoodEggProject.org.



A volunteer at Deb-El Foods loads a shipment of 3.3 million

eggs donated by America's egg farmers to Feed The Children as part of the Good Egg Project to feed families affected by the earthquake disaster in Haiti.

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About the American Egg Board (AEB)

AEB is the U.S. egg producer's link to the consumer in communicating the value of The Incredible edible egg™ and is funded from a national legislative checkoff on all egg production from companies with greater than 75,000 layers, in the continental United States. The board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. The AEB staff carries out the programs under the board direction. AEB is located in Park Ridge, Ill. Visit www.IncredibleEgg.org for more information.

About Feed The Children

Founded in 1979, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. Since its founding, the organization has reached out to help those in need in the US and in 119 countries around the globe. For more information, please visit www.feedthechildren.org.

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