



October 13th is World Egg Day, and Iowa Egg Council hopes to celebrate the efforts our egg producers make throughout the year to bring nature's most healthy food to families. As part of this celebration, we are launching Crack An Egg For Hunger, a social media campaign aimed at raising money for Iowa's Food Bank System and families in need. Much like the approach, a few years ago, with the Ice Bucket Challenge for ALS, Crack An Egg for Hunger hopes to both lead to a large egg donation and raise money for Iowa's Food Bank System.

Our goal is to enlist every Iowan to join the Crack An Egg For Hunger effort. For everyone that participates in the challenge, posts the video on their social media channel (Facebook, Twitter and Instagram) and tags their post with #CrackAnEgg or #IowaEgg, the Iowa Egg Council will donate a dozen eggs to the Iowa food banks.

If you are not familiar with the challenge, we encourage you to view the following from The Tonight Show / Jimmy Fallon -- https://www.youtube.com/watch?v=cRbqf_2JN4E. The Crack An Egg may involve 2 or more people participating in the "challenge" on video. In your video, we also request that you "challenge" other friends, family, peers and business colleagues who live in, or out of Iowa.

Please don't hesitate to reach out to Katie Nola (katie@iowaegg.org) or Kevin Stiles (kevins@iowaegg.org) should you have any questions. If you wish to designate your contribution go to a specific food bank within Iowa, we can make that happen if you identify them or provide your zip code. (If you are out of the state of Iowa, you may designate your contribution go to Feeding America).

We hope you have fun participating in the Crack An Egg For Hunger Challenge! It promises to be both exciting and beneficial to countless families in Iowa and across the country.