



Crack An Egg (for Hunger) Challenge

Proceeds Generated Go to Food Banks of Iowa

Promote and engage through Facebook, Twitter and Instagram

Directions:

- Participants have a mix of hard-boiled eggs and raw eggs (suggested 8 hard-boiled and 4 raw).
- At least two participants should appear in each video.
- Alternately, each participant randomly chooses from the mix of hardboiled or raw eggs and smashes it on their forehead or top of their head. Proceed until a raw egg is cracked. The luck of the draw determines who ends up with raw or hard-boiled eggs and a messy scalp. It is suggested that you stop once one raw egg is cracked to avoid concerns that food is being wasted.
- Post a video (or photo, if necessary) of the 'contest' to your social media channel and tag with #CrackAnEgg.
- In the video, participants potentially can "challenge" friends to also participate and donate. For example, I invite my childhood friend John or Jane Doe to also join participate in Crack An Egg and post your video online.
- Participants are requested to commit a donation to the Iowa Food Bank System. Iowa Egg Council will donate one dozen eggs for each social media video posted and appropriately tagged.
- Require at least one of the eggs in photo be raw to see the messy result.
- Encourage friends, family and business colleagues to participate.
- Official Launch - World Egg Day – October 13th thru Thanksgiving
- If you are not familiar with this game, it also is known as egg roulette and we encourage you to view the following from The Tonight Show / Jimmy Fallon - https://www.youtube.com/watch?v=cRbqf_2JN4E. 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.