

# Cracking the Media

“The Incredible Edible Egg” phrase and jingle made its debut in 1977 and is still recognized today. (Go ahead, ask your parents!) Listen to the latest version at [incredibleegg.org/egg-facts/incredible-edible-egg-jingle](http://incredibleegg.org/egg-facts/incredible-edible-egg-jingle). This is an example of egg-ducation that is creative and fun!



How well can you convince other kids to include eggs in their diet? Use this organizer to plan your own peer-targeted egg-ducation campaign. Your presentation must incorporate three egg nutrition facts and include multimedia elements. Use the other side of this sheet for your planning notes.

### Egg Nutrition Fact #1

---

---

---

---

---

Source: \_\_\_\_\_

---

---

### Egg Nutrition Fact #2

---

---

---

---

---

Source: \_\_\_\_\_

---

---

### Egg Nutrition Fact #3

---

---

---

---

---

Source: \_\_\_\_\_

---

---

## Eggs-tra Presentation Pointers

### 1. MAKE IT FACTUAL; USE EVIDENCE.

- Research eggs and nutrition at [incredibleegg.org](http://incredibleegg.org), [eggnutritioncenter.org](http://eggnutritioncenter.org), and [aeb.org](http://aeb.org).



- Use the Dietary Guidelines for Americans and other nutrition resources found at USDA’s **MyPlate**, [choosemyplate.gov/food-groups](http://choosemyplate.gov/food-groups).

### 2. MAKE IT PERSONAL.

- Collaborate with group partners to share ideas.
- Interview family and friends to include their thoughts.

### 3. MAKE IT FUN!

- How about a rap, a series of photographs or egg-related selfies, or even a script for a debate between an egg and a breakfast bar?
- Be creative! Use egg idioms or phrases to help give a “spokesegg” a personality.