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American Egg Board and Gold Medalist Laurie Hernandez Honor Alex Upendo, 11, and Gifford School
The AEB and Olympian Hernandez Celebrate “You’re Incredible Because...” Contest-Winning Student at Awards Breakfast for Gifford Elementary School

CHICAGO – December 8, 2017 – The American Egg Board (AEB) and gymnastic gold medalist Laurie Hernandez honored the *You’re Incredible Because...* contest winner, Alex Hart-Upendo (age 11), with an Incredible Egg breakfast party at Gifford Elementary, where the AEB made a donation to the school on Upendo’s behalf.

Complete with breakfast sandwiches, photo opportunities with Laurie Hernandez and an appearance from Incredible Egg mascot, “Eggy,” the *You’re Incredible Because...* breakfast party was a special treat not only for Alex and his family, but also his principal, Mary Cline, faculty, staff & students at Gifford School and the AEB team as well.

“We launched the *You’re Incredible Because...* back-to-school contest to recognize kids around the country who are engaging in social good projects in their schools and communities, excelling in sports or extra-curricular activities or otherwise achieving wonderful and remarkable feats,” said Anne L. Alonzo, President & CEO of the American Egg Board. “We were so inspired by Alex’s story and how he overcame numerous obstacles to become the incredible young man he is today.”

Alex’s accomplishments are many: entrepreneur, published author, founder of a non-profit organization, and mentor and outspoken champion for kids who have been bullied. It was because of his many achievements that Alex was selected as the contest grand prize winner in October. He is not only an inspiration to his family, friends and teachers/staff at his school, but also to Laurie Hernandez, the *You’re Incredible Because...* campaign spokesperson (an incredible kid in her own right).

“It’s been such a great experience partnering with the American Egg Board to celebrate incredible kids across the country who are doing amazing things in their lives and the lives of others, especially Alex,” said Laurie Hernandez. “My parents were always supportive of my dreams growing up, and I think it’s important to encourage kids to follow their dreams. It’s inspiring to see Alex and all those who support him as well!”

Along with the breakfast party and a \$2,500 donation to his school, Alex also received a personal grant for \$2,500 to continue his incredible work and a trip to Chicago where he was honored at the American Egg Board’s November board meeting.

The breakfast party marks the conclusion of the *You’re Incredible Because...* contest. For more information on previous contest details, please visit www.IncredibleEgg.org/media-kit/.

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American Egg Board

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About the American Egg Board (AEB)

Home of the Incredible Egg, the AEB is the U.S. egg industry's national commodity marketing board. AEB's mission is to increase demand for eggs and egg products through research, education and promotion. The AEB's Egg Nutrition Center is the country's largest repository of egg nutrition research. AEB is located in Chicago, IL. All activities are subject to USDA approval. For more, visit www.aeb.org.

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