

America's Egg Farmers Team up with the Bacon Brothers

PARK RIDGE, IL. (March 8, 2016) – America's egg farmers are teaming up with iconic movie star Kevin Bacon again on a new national ad campaign to wake people up to the benefits of eating eggs. And this time they're serving up more than just one helping of Bacon by adding Kevin's brother Michael, of the Bacon Brothers band, to write and produce an original song appropriately titled, "E-G-G-S."

"People really got a kick out of last year's campaign and this year, we wanted to make it a Bacon Brothers effort. Who better to continue waking people up to eggs than the duo who knows and likes eggs best," said Kevin Bacon. "It's an unexpected and clever way to promote the incredible edible egg and have a little fun with our name in the process."

The Wake Up To Eggs with the Bacon Brothers campaign uses music and humor to bring attention to eggs, including the fact that one large egg has six grams of high-quality protein for 70 calories and no sugar or carbs. The campaign features a variety of online videos, print, digital and social media ads. The music videos can be [viewed here](#).

"The star power of Kevin and Michael Bacon helps bring the Incredible Egg back to our musical roots," said Kevin Burkum, Senior Vice President at the American Egg Board. "This year marks the 40th anniversary of the American Egg Board and with the long legacy and popularity of the incredible edible egg jingle, we believe this new campaign featuring the Bacon Brothers will be a hit."

Last year's *Wake Up To Eggs with Bacon* campaign was a huge success for the egg industry, helping to increase egg sales and winning a Cannes Lion, one of the most prestigious awards in advertising. Grey New York is the American Egg Board's advertising creative agency of record and Starcom handles media planning and buying.

For more information about the campaign, egg nutrition or Easter egg tips and recipes, visit us at IncredibleEgg.org, or on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

About the American Egg Board (AEB)

Through AEB, U.S. egg producers come together, in accordance with statutory authority, to establish, finance and execute coordinated programs, on research, education and promotion—all geared to drive demand for eggs and egg products. The Board consists of 18 members and 18 alternates from all regions of the country, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. AEB is located in Park Ridge, Ill. Visit www.IncredibleEgg.org for more information.

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