



## **PRESS RELEASE**

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### **Mississippi Egg Marketing Board Participating in Multicultural Holiday Recipe Campaign**

**JACKSON, Miss.** – Just in time for the holiday season, the Mississippi Egg Marketing Board is pleased to announce our participation in a multi-state holiday recipe campaign, Eggs Around the World. The campaign, developed in partnership with the American Egg Board (AEB), as well as California, Colorado, Connecticut, Indiana, Iowa, Michigan, Minnesota, Mississippi, New Jersey, North Carolina, Ohio, South Dakota and Virginia’s egg associations, will celebrate food traditions across a variety of religious and ethnic backgrounds.

Eggs are a staple ingredient in many holiday dishes around the globe. As such, participating state egg associations will partner with prominent food bloggers and influencers to develop egg-specific recipes surrounding various holidays and ethnicities, such as Hanukkah, Kwanzaa, Christmas and more. In addition to recipe content developed in November through December, participating bloggers will be encouraged to share the history and background of the dish and how it’s part of their holiday traditions.

To complement AEB’s holiday recipe priorities, the Eggs Around the World holiday recipe collection will focus on spectacular brunches, showstopping desserts, cooking exchanges, cocktails and appetizers. Blogger-developed recipes will be promoted through a comprehensive social media advertising campaign in each participating state. To further engage consumers, a grocery store gift card sweepstakes will be hosted by each participating state egg association, encouraging social media followers to try new holiday recipes at home.

The Mississippi Egg Marketing Board and partnering states look forward to promoting holiday egg recipes from around the globe and engaging with consumers. To get the latest on the campaign, follow the Mississippi Egg Marketing Board on Facebook!

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**Photo attached.**



**The Creole/Cajun Shakshuka is one of many featured recipes found within the Eggs Around the World Holiday Recipe Collection. For campaign updates, follow the Mississippi Egg Marketing Board on Facebook today.**