

# Eggmen provide real eggs for White House egg roll

WASHINGTON, DC — The American Egg Board will provide real eggs for the White House Easter Egg Roll that is traditionally scheduled for the day after Easter, this year on Monday, April 20.

Fifty dozen eggs are being hard-cooked and decorated by residents of the Mancus Foundation for the Physically Handicapped at Wilmington, Del. A committee from Mancus will select the most

attractively decorated eggs for possible presentation to President Reagan and/or the First Lady.

If the president's condition and schedule permit, an official presentation on behalf of the egg industry would be made by Herbert L. Steinbrueck, AEB chairman; Louis B. Raffel, AEB executive vice-president, and Valerie Heine, AEB northeast regional coordinator. Heine made the local arrangements for egg

preparation and decorating with the Mancus Foundation, and for delivery of eggs from Baker Farms Inc., Middleton, Del.

Until AEB became involved in the White House Easter Egg Roll when the organization was formed, plastic imitation eggs had been used in recent years.

AEB, on behalf of the industry, believed that real eggs attractively decorated were more in keeping with tradition, and an important

symbol of the importance of real eggs in the diet.

While the tradition holds to the basic, each Easter Egg Roll is slightly different from year-to-year. This year is no exception.

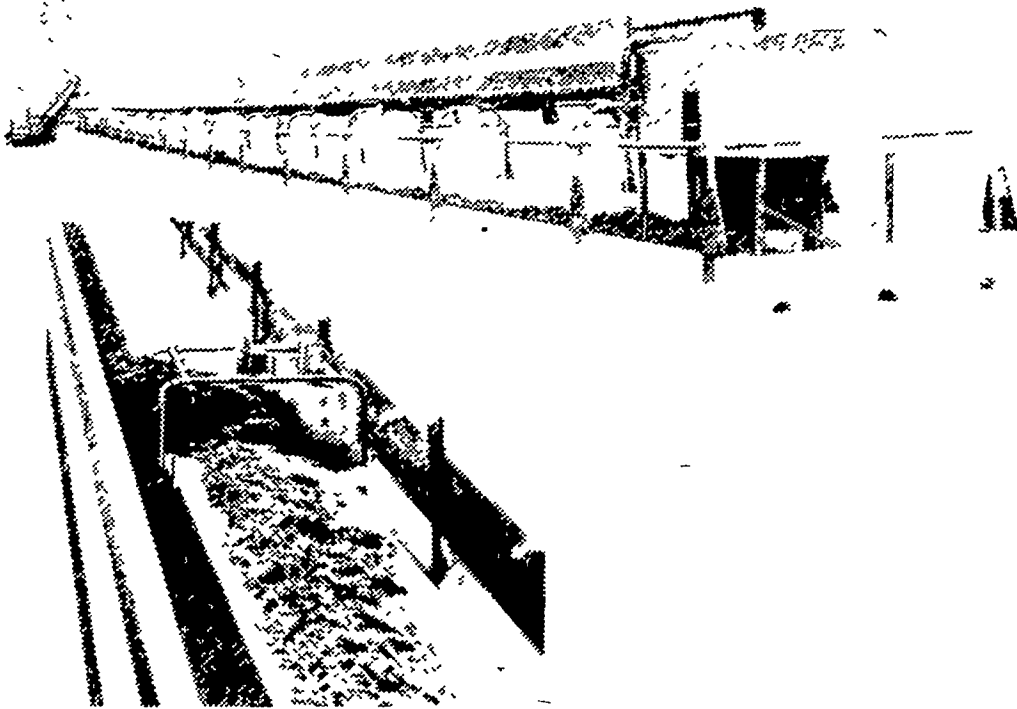
While real eggs serve as the focal point, First Lady Nancy has added her touch by having wooden eggs autographed by Senators and Representatives. These congressional collector items will be hidden on the South Lawn of the White House grounds to be found and kept by the children.

A new Easter egg element this year is the AEB-sponsored National Egg Salad Week starting April 20 that encourages consumers to use all of those decorated eggs that survive the family egg hunt.

Media have been sent photos and recipes by AEB.

State and regional promotion specialists have worked in many local communities on publicity and obtaining appropriate proclamations to make official note of the promotional week.

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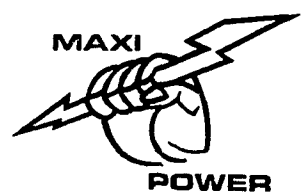
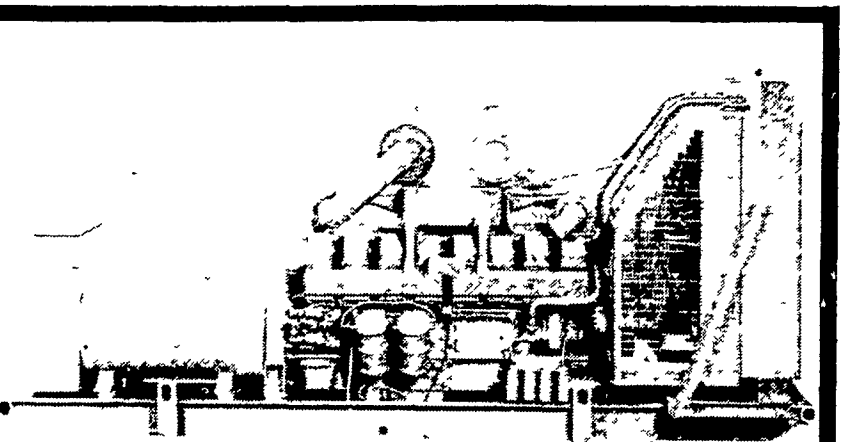
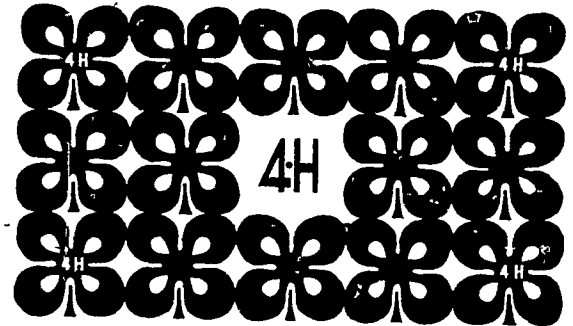
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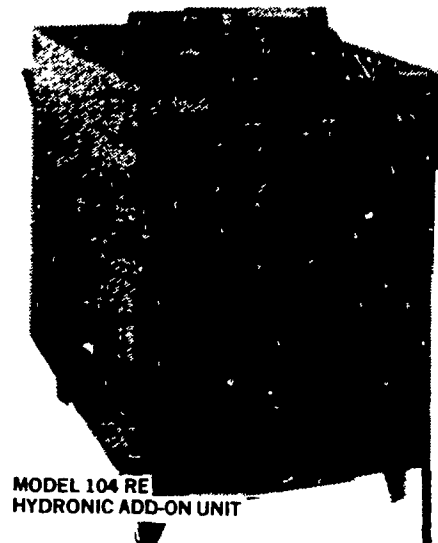
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