

# WORLD EGG DAY!

10 OCTOBER 2025

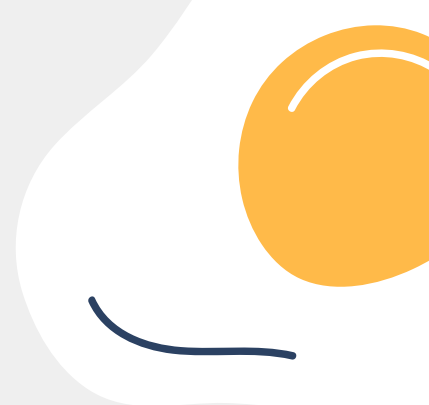
INDUSTRY  
TOOLKIT

# WHAT IS WORLD EGG DAY?



World Egg Day is an international event that honours the highly nutritious and incredibly versatile egg.

Celebrated each year on the second Friday of October, it offers a fantastic opportunity for both the global egg industry and egg enthusiasts to celebrate our remarkable product!

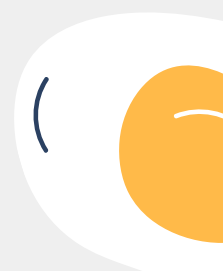


## HOW CAN YOU GET INVOLVED?

World Egg Day is a fantastic opportunity to shine a spotlight on the incredible benefits of eggs – a natural source of high-quality nutrition with the power to help nourish the world.

Each year, countries around the globe join in the celebrations, finding creative and impactful ways to highlight the value of the mighty egg. From building giant egg-themed artwork to hosting fun food festivals, there's no limit to how you can get involved in 2025!

To support your plans, we've put together this industry toolkit filled with ready-to-use resources, content, and inspiration to help you celebrate and spread the word.



## WHAT DOES THE TOOLKIT INCLUDE?

- 2025 theme and key messages
- World Egg Day hashtags
- Ready-made social media graphics
- Children's activity packs
- Social media content suggestions
- Celebration inspiration from 2024
- Creative tips to help you plan
- World Egg Day press release

## ALREADY HAVE PLANS?

Let us know your plans by emailing [info@worldeggorganisation.com](mailto:info@worldeggorganisation.com) so we can amplify the global reach.



# The Mighty Egg: Packed with Natural Nutrition



This year's World Egg Day theme, **'The Mighty Egg: Packed with Natural Nutrition'**, celebrates the powerful role eggs play in nourishing people across the globe.

Naturally rich in essential nutrients and accessible worldwide, eggs are a humble yet mighty wholefood supporting health and wellbeing at every stage of life.

Beyond their nutritional value, eggs are a key part of diverse culinary traditions and diets, reflecting their versatility and cultural significance across continents.

We hope this year's theme inspires everyone, wherever you are and whatever your background, to recognise and celebrate #TheMightyEgg.



## KEY MESSAGING

### Packed with Natural Nourishment

- Eggs contain 13 essential nutrients in one simple ingredient, providing key building blocks for health.
- Minimally processed by nature, eggs offer whole, real nutrition with no added ingredients.
- Throughout every stage of life, eggs support both physical and cognitive health, from early development to healthy ageing.

### Modest but Mighty

- Although they are one humble ingredient, there are endless ways to enjoy eggs. They adapt easily to cuisines, dishes, and mealtimes all over the world.
- Thanks to their natural versatility, eggs can be produced almost anywhere, helping support local food systems and communities.

### Nutrition for Everybody

- High-quality protein from eggs helps support muscle health, contributing to strength, growth and repair.
- Choline found in eggs supports brain development, memory, and cognitive function.
- For maternal health and pregnancy, eggs are rich in nutrients, supplying folate, vitamin B12, and vitamin D, all of which are crucial for healthy pregnancy and foetal development.
- Lutein and zeaxanthin in eggs promote healthy vision and protect the eyes from age-related damage.
- Vitamin D and phosphorus from eggs strengthen bones and teeth, supporting skeletal health at every age.

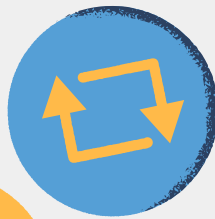
## CONNECT WITH US ON SOCIALS

The easiest way to join in the global conversation on World Egg Day is via social media.



@WorldEggOrg

# #WorldEggDay



**Additional themed  
hashtags for 2025**

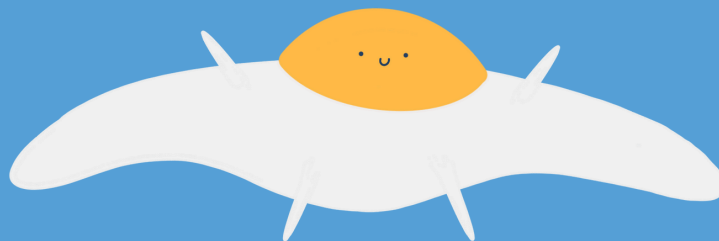
**#TheMightyEgg**

**#NaturallyNourishing**

**#ModestButMighty**

## Introducing Megg the Mighty Egg

This year's World Egg Day mascot, Megg, is here to bring the fun to your celebrations! Designed to engage young people and families, Megg features throughout our activity packs and resources, sharing the benefits of eggs in a fun, creative way. Keep an eye out for Megg across the campaign and feel free to include her in your own celebrations!



**Download Megg for your own  
World Egg Day campaigns**

<https://www.worldeggorganisation.com/app/uploads/2025/07/World-Egg-Day-Mascot-Megg.zip>



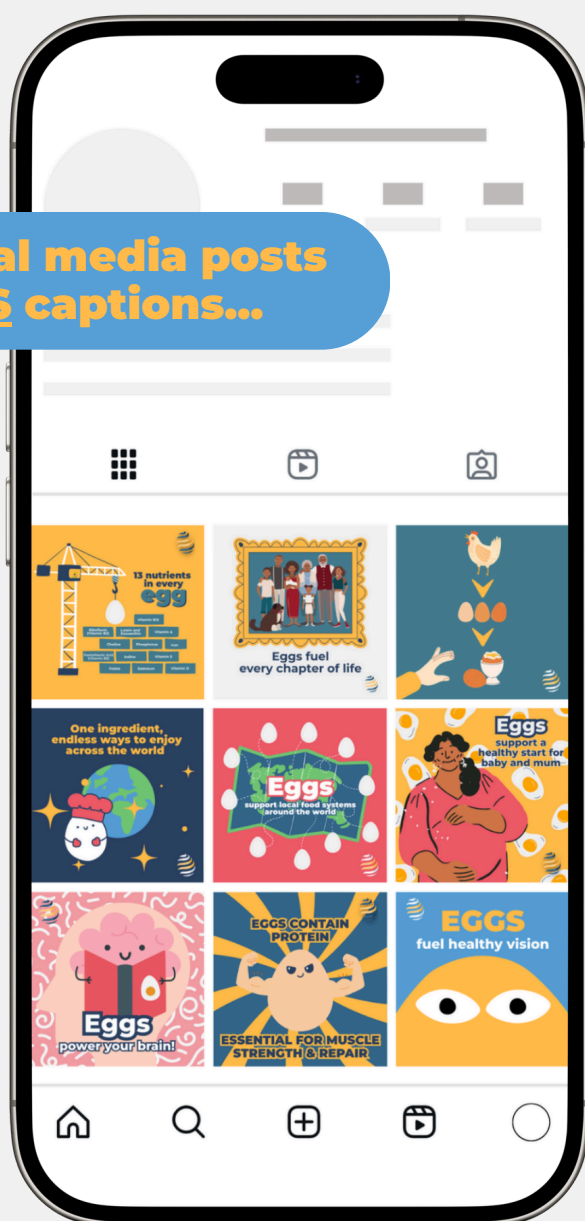


## CONTENT TO HELP YOU GET STARTED

We have created a social media toolkit, including a range of graphics, sample posts and reels to help you celebrate. All of the content is currently available in English and Spanish. If you can support with translation to another language to help amplify our global reach, please contact us at [info@worlddeggorganisation.com](mailto:info@worlddeggorganisation.com).

## EXAMPLES OF WHAT IS INCLUDED:

**Social media posts  
PLUS captions...**



**Download the World Egg Day social media graphics, captions and reel:**

<https://www.worlddeggorganisation.com/app/uploads/2025/07/World-Egg-Day-2025-Social-Media-Toolkit.zip>

# CHILDREN'S ACTIVITY PACKS



World Egg Day children's activity packs are available in four difficulty levels, offering a variety of fun and educational ways for children of all ages and abilities to learn about the mighty egg.



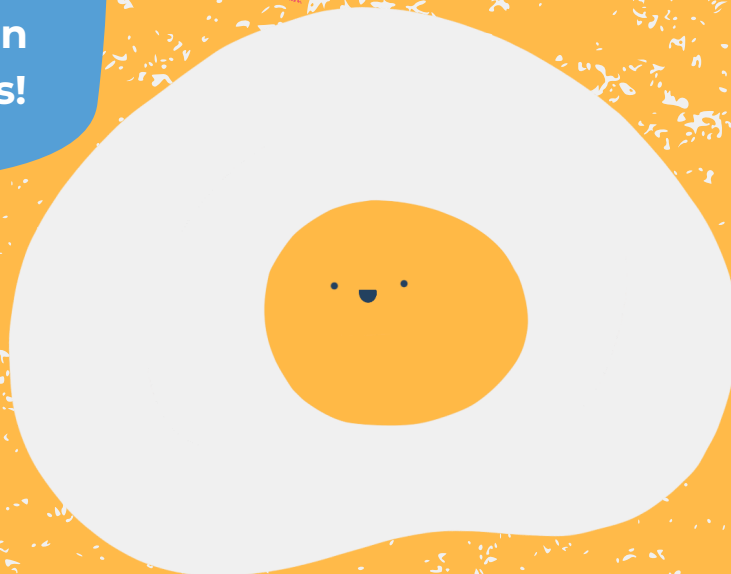
**Download the World Egg Day children's activity packs:**

<https://www.worldeggorganisation.com/our-work/world-egg-day/world-egg-day-2025-childrens-packs/>

## WORLD EGG DAY CHILDREN'S PACK AVAILABLE IN FOUR DIFFICULTY LEVELS!!



I am here to help young people discover just how mighty eggs really are! Let's crack into some fun activities and learn about all the amazing ways eggs can nourish our minds and bodies!



# CELEBRATION IDEAS



Since World Egg Day began in 1996, countries worldwide have celebrated with many creative and memorable events.

Here are some highlights from last year to inspire your own celebrations:

## Tasty competition

Sri Lanka celebrated with exciting egg-based cooking competitions and demonstrations, highlighting delicious, nutritious ways to enjoy eggs.



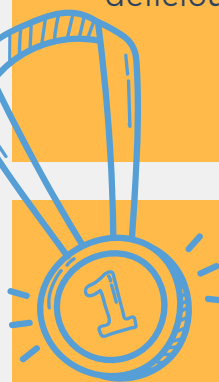
## School breakfasts

Children in Belize were treated to egg burritos and fun nutrition talks thanks to a collaboration between poultry producers and the Ministry of Health.



## Quiz time

A trivia campaign, campus giveaways, and media coverage helped Canadians learn more about the power of eggs.



## Museum month

The new Egg World Science Museum in Shanghai hosted a month-long celebration with cultural, educational, and international activities.



## Online game

A new online game was launched in France where players chose between hard-boiled or fried eggs to solve puzzles and win prizes like a PS5.



## Cooking challenge

In Latvia, the public were invited to share videos showing their favourite ways to boil, peel, and cook with eggs, donating 100 eggs to charity for every submission.



# THINK OUTSIDE THE EGG BOX



For World Egg Day, and beyond, we want our message of the nutritional power of the egg to be spread as far as possible!

Here are a few 'outside the egg box' ideas that you can use to enhance the scope of your World Egg Day campaigns:

## Crack into creativity

Invite people to share their ideas about nutrition and eggs through drawing, colouring, or crafts. It's a fun way to engage all ages and spread positive messages.

## Play and win

Create fun games, quizzes, or challenges that test knowledge about eggs. These interactive activities encourage participation and learning, with prizes or recognition to make it even more exciting!

## Community events

Bring people together by organising local gatherings like breakfasts, picnics, or cooking demonstrations. These events celebrate the importance of nutrition within communities.

## Photo sharing

Upload egg-inspired photos and videos on various social media platforms to showcase your favourite recipes in a time efficient way for those who are always on the go.

## Share the story

Promote the power of eggs and raise awareness in your area through local media, newspapers, radio, posters, or community noticeboards.





## World Egg Day 2025

### The Mighty Egg: Packed with Natural Nutrition

- World Egg Day will be celebrated across the globe on Friday 10 October 2025.
- The annual event honours the modest yet mighty egg, celebrating its natural nutritional power and the vital role it plays in supporting health and wellbeing for people of all ages, all around the world.
- To mark World Egg Day 2025, **[ADD YOUR ORGANISATION NAME HERE]** will **[SUMMARISE HOW YOU WILL CELEBRATE]**.

On Friday 10 October, egg lovers around the globe will come together once again to honour one of nature's most modest yet mighty foods, the egg.

World Egg Day, celebrated on the second Friday of October each year, invites people from all backgrounds to appreciate and honour the exceptional contributions eggs make to diets and health worldwide.

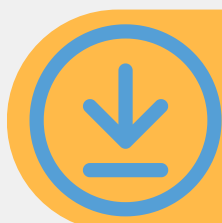
This year's theme, "The Mighty Egg: Packed with Natural Nutrition", celebrates the egg's unique ability to deliver essential nutrients in a simple and accessible form.

Naturally packed with 13 essential nutrients, eggs support health at every stage of life, from brain development in early years to muscle maintenance and bone strength as we age. They are minimally processed, widely available, and incredibly versatile, making them a powerful wholefood for many families, cultures and communities across the world.

No matter where you live or how you enjoy them, eggs play an important role in most cultures and diets worldwide. They also contribute to local food systems, providing a nutritious food source that can be produced close to home.

In celebration of this year's World Egg Day, **[ORGANISATION NAME]** will **[DESCRIBE HOW YOUR ORGANISATION WILL PARTICIPATE]**.

Join in the celebration by telling us how eggs fuel your day! Whether it's a fun fact, a photo, or a short video, get creative and share how you enjoy the mighty egg using #WorldEggDay and **#TheMightyEgg**.



**Download as a word document:**

<https://www.worldeggorganisation.com/app/uploads/2025/07/World-Egg-Day-Press-Release-2025.docx>

# NOW THAT YOU'VE JOINED THE CELEBRATION, WHY NOT MAKE IT OFFICIAL?

Download your Certificate of Celebration to mark your participation in World Egg Day 2025, a fun way to recognise your support and share your egg-straordinary efforts!

## Download your certificate of celebration:

<https://www.worldeggorganisation.com/app/uploads/2025/07/WED-Certificate-of-Celebration-2025.pdf>



**WEO**  
World Egg Organisation

Tell us your World Egg Day plans by emailing  
**[info@worldeggorganisation.com](mailto:info@worldeggorganisation.com)** so we can amplify the global reach!