

The Incredible Edible Egg Jingle Celebrates 35th Anniversary

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It's one of those iconic jingles that gets lodged in our memories. And this year, it's celebrating its 35th anniversary.

"The Incredible, Edible Egg" jingle, first introduced by the American Egg Board in 1977, has played on the radio and on televisions across the country for many years.

To celebrate the jingle's milestone, the American Egg Board is launching a new version of the tune and are encouraging egg lovers of all ages to create their own renditions of the song through a contest on the Incredible Edible Egg Facebook page.

"The Incredible Edible Egg' is well known and loved by Americans, and we wanted to celebrate the 35th anniversary by bringing the jingle back with a bang," said Chris Pierce, chairman of the American Egg Board. "The new jingle builds on what the American Egg Board started 35 years ago, celebrating the health benefits of eating eggs while updating the lyrics for a new generation. It still boasts that familiar, nostalgic tune with a fun, modern flair and reminds people to start the day off right with a high-quality protein breakfast like eggs to stay energized throughout the day."

While eggs got a bad reputation a few years ago, the American Egg Board has come up with a list of 35 reasons to love eggs, including the fact that eggs now have 14 percent less cholesterol, down from 215 milligrams to 185.

One egg has 70 calories, eggs are a good source of vitamin D, they provide all nine essential amino acids and are packed with protein, according to the Egg Board.

Shortly after the American Egg Board was established the jingle was launched to increase awareness about the health benefits of eggs, according to the Board.

Egg consumption had fallen since the 1940s, so the egg industry rallied to help egg sales with the catchy, "Incredible Edible Egg," jingle.

"The new jingle speaks to all egg lovers," said Joanne Ivy, CEO of the American Egg Board. "We updated the lyrics to reflect the latest nutritional information that's important to Americans, while adding some humor for a fun twist."