

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Julie Hendricks

Rogers Finn Partners

[Julie@FinnPartners.com](mailto:Julie@FinnPartners.com)

(310) 552-4107



**Make Mother's Day Special with a Little Help From the happy egg co.**

**SAN FRANCISCO (May 7, 2014)** – Mother's Day is a time to celebrate and thank the special women in our lives. This Mother's Day, the hens at the happy egg co. have some egg-cellent tips to help you treat the "Mother Hen" in your life.

Flowers are lovely, but there's no better way to spoil Mom this Mother's Day than with breakfast in bed! Breakfast in bed is easier than ever with the help of free range eggs from the happy egg co. With easy recipes and instructional videos featuring tips for preparing the perfect poached egg or the fluffiest omelet ever, [thehappyeggco.com](http://thehappyeggco.com) provides everything needed to prepare a dish for Mom to enjoy on her special day.

Hens from the happy egg co., we call them "the Girls," produce eggs that also deserve some celebration. While 90-95% of egg-laying hens in the U.S. still endure lives in battery cages, happy eggs come from hens who receive expert care from family farmers and daily access to at least four acres of lush green pasture – the equivalent of three football fields. The Girls spend every day outdoors in natural sunlight, flapping, perching, foraging and dust-bathing to their hearts' content.

At the happy egg co., we take great pride in providing our Girls with the best living conditions available, and we know parents tend to pay more attention to the kind of eggs they buy. A recent study conducted by Kelton Global\* reveals that although parents pay more attention, they are actually less aware of the truth about the eggs they're buying. According to the study, almost one quarter of parents think that "cage-free" and "free range" means the same thing.

Free Range eggs from the happy egg co. are conveniently available in more than 2,200 grocery stores in 33 U.S. states. Packaged in a sunshine-yellow carton made of 100 percent recycled and compostable material, happy eggs stand out for their color and clarity in the egg aisle.

For more information about the happy egg co., including where to buy our Free Range eggs, visit [thehappyeggco.com](http://thehappyeggco.com).

\*Survey was conducted by Kelton, a leading global insights firm, on behalf of the happy egg co. among 1,011 nationally representative Americans ages 18 and over.

###