



To: Newsroom Directors and Assignment Editors

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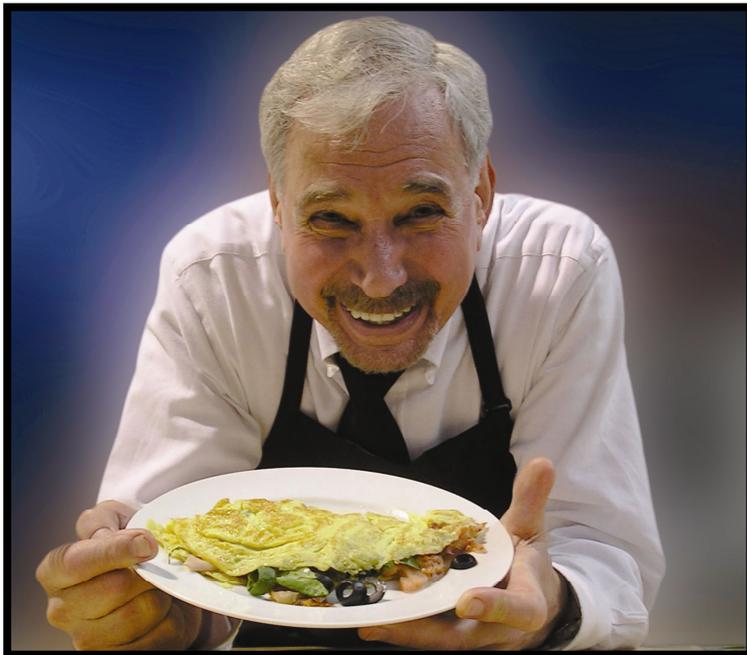
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He's coming back!

World's fastest omelet maker returns to the Delaware State Fair

The Delaware Department of Agriculture and the American Egg Board invite Delaware State Fair visitors to enjoy the return of Howard Helmer, the world's fastest omelet maker. Celebrity Chef, Howard Helmer, will appear twice daily (1:00 PM – 2:00 PM and 5:00 PM – 6:00 PM) at the Delaware State Fair, on July 24 and 25, in the DDA Commodities and Education buildings. Stop by and learn how to make incredible, edible egg omelets in a jiffy. His specialties are truly *eggcellent*.



Referring to his appearance at the 2008 Delaware State Fair, Helmer said on his blog, "At the fair I presented my usual repertoire of different omelets, but because I was hosted by the Delaware Department of Agriculture I used only locally grown produce and locally processed food products throughout. Getting them was no easy matter. We went from supermarket to supermarket and produce stand to produce stand, until every tomato, zucchini, dill sprig, pepper, onion, sausage link, crab, etc. etc. was born and raised in Delaware. Glad we did that. These omelet ingredients were the freshest they could be and I could tell it in the taste."

Ed Kee, Delaware Secretary of Agriculture, said, "I am really pleased that Howard Helmer is returning to entertain our taste buds

with his extraordinary talent. He was a definite hit last year. I look forward to creating an omelet with him."

Each Howard Helmer day will feature drawings for egg related prizes including omelet pans, aprons, booklets, and more.



The incredible edible egg™

Howard Helmer travels across the nation demonstrating his omelet prowess and promoting eggs for the American Egg Board. According to Guinness World Records, Helmer is the "World's Fastest Omelet Maker."

For more information about Celebrity Chef Howard Helmer, check his website:

<http://www.incredibleeggman.com/>

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