



To: Newsroom Directors and Assignment Editors

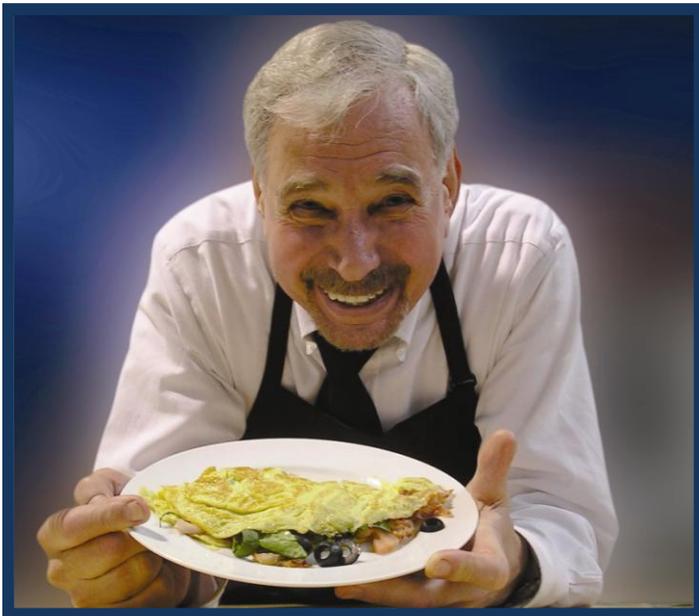
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He's Baaaack!!

Howard Helmer, *the World's Fastest Omelet Maker*, will appear at the Delaware State Fair and Browseabout Books in Rehoboth Beach, Delaware



The Delaware Department of Agriculture and the American Egg Board are pleased to announce that Celebrity Chef, Howard Helmer, will demonstrate his omelet prowess at two locations in Delaware this year:

Beachgoers: On July 22nd, Howard Helmer will have an omelet tasting at **Browseabout Books**, 133 Rehoboth Ave, Rehoboth Beach, DE from 8:00 AM – 9:00 AM. Beachgoers are cordially invited to join him to sample his delicious omelets and learn about the value of eggs in their diet. There will be a drawing for an omelet pan and a gift certificate for Browseabout Books.

Fairgoers: On Friday, July 23rd and Saturday, July 24th, Howard Helmer will do two omelet making demonstrations each day at the Delaware State Fair, in the Delaware Department of Agriculture's Commodities and Education buildings on Rider Road at the State Fairgrounds. Times are 1:00 PM – 2:00 PM and 5:00 PM – 6 PM each day. Stop by and learn how to make *incredible, edible egg* omelets in a jiffy. His specialties are truly *eggcellent*. Each day at the Fair will feature drawings for egg related prizes.

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

For more information about Helmer, check his website: <http://www.incredibleeggman.com/>

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