

# American Egg Board and Rachael Ray

- “Incredible People” featured on the show and in a specially designed micro-site
- Viewers submit their own stories through Rachael Ray’s online community of incredible people
  - Throughout the season, 14 “Incredible” people selected to join Rachael and discuss their accomplishments
- “Incredible” visibility for the Egg Board
  - Prominent display of the “Incredible Edible Egg” logo within each show segment
  - TV and full-year online support
  - Display ads in weekly email newsletter

The screenshot shows the Rachael Ray Show website with a focus on the 'Incredible People' community. At the top, there's a banner for 'incredible! The incredible edible egg™' with a photo of a woman standing next to a large egg. Below this is the show's logo and navigation menu including 'home', 'on the show', 'food', 'show info', 'club RR', 'videos', and 'shop'. A search bar and a 'basic' search filter are also present.

The main content area is titled 'Incredible People & Healthy Eating' and features a video player showing Rachael Ray interviewing Kathy Wright. The video player includes a progress bar and controls. To the right of the video, there's text about Kathy Wright's program, 'Kids and K-9s for Healthy Choices', which pairs young adults with shelter animals. Below the video, there's a 'brought to you by' section for 'The incredible edible egg™' and a 'Join a community of incredible people' section with a 'Get Started' button and links for 'sign up', 'login', and 'terms of service'.

Below the 'Get Started' section, there's a 'recent blog posts' section featuring a post from 'dalypeg's BLOG' dated 'Wed, May 14, 12:07 PM' with the subject 'kids n canines program'. The post description asks for information on starting a program in San Diego. There are 'introduce yourself' and 'share yours' links below the blog post.

At the bottom, there's a 'recent profiles' section with several placeholder icons for user profiles. To the right, there's an 'incredible people archive' section with a grid of thumbnail images for various people and topics like 'Kathy Wright', 'Backstage', 'Louie's Kids', 'Alli Bradley', 'Dr. Deborah', 'Talking To', 'Shawn', 'Two Angry', 'Backstage', 'Stacey', 'Seth Bixby', 'Real Food', 'Backstage', and 'Troy Lynn'. There are 'more' and 'submit yours' links at the bottom of the archive.

At the very bottom, there's a 'more' section with links for 'Egg Recipes', 'Egg Health and Nutrition Facts', and 'yum-o!' with the website 'www.yum-o.org'.



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