

FOR IMMEDIATE RELEASE

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NEW YORK CLEANS UP WITH FIRST-EVER WORLD TOILET DAY

New York, NY — [World Toilet Day](#) seeks to raise awareness for the 40% of the world population that lives without adequate sanitation with “The Big Squat”, an event hosted by The POOP Project on Friday, November 19th on Manhattan’s Lower East Side.

[The People’s Own Organic Power Project](#) (The POOP Project) was founded in response to the lack of public conversation about crucial sanitary issues. Sadly, children are the most susceptible to illnesses caused by poor sanitation, resulting in 4,000 preventable deaths every day.

“In a culture that has grown more open to conversations about illness, race and sexuality, the bathroom is still a fiercely taboo topic that struggles to be taken seriously,” commented Shawn Shafner, founder and executive director of The POOP Project. “We’re trying to create constructive, poop-positive environments that allow people to move past their embarrassment and confront the heartbreaking crisis happening around the world.”

In partnership with Singapore-based [World Toilet Organization](#), The POOP Project aims to put a spotlight on the sanitation crisis and to accelerate progress toward UN Millenium Goal 7, to “halve, by 2015, the proportion of the population without sustainable access to safe drinking water and basic sanitation.”

“World Toilet Day is a way of honoring the modern plumbing system that most of us take for granted,” said Shafner, “But we’re also aware that this system presents a looming disaster as fresh water becomes more and more scarce.”

The event will feature the chance to record a “commode confessional,” write on a stall wall, and more interactive features. Shafner will emcee accompanied by Josh Sitron, *The Moth* storyteller and comedian Sara Barron will headline, with performances by storytellers, poets and musicians.

EVENT: World Toilet Day

PLACE: Home Sweet Home, 131 Chrystie Street, New York, NY

DATE/TIME: Friday, Nov. 19, 2010. 7:30 pm Doors, 8:30 pm Performances, 9:45 pm Big Squat, 10:00 pm Closing

TICKETS: \$15.00 beforehand, \$18.00 at the door. Limited number \$3 drink tickets good for draft beer and well drinks.

Visit www.thePOOPproject.org for more information.

About The POOP Project

The People's Own Organic Power Project creates poop-positive spaces that allow audiences to transcend their embarrassment surrounding this taboo, and appreciate the miracle of modern sanitation. The POOP Project enables people to confront current sanitation challenges head on, including dwindling freshwater supplies and uncontrolled consumption, aging wastewater treatment plants, and an international sanitation crisis that leaves over 40% of the world's population without a clean, safe place to go to the bathroom. Through educational workshops and materials, interactive web-based communication, and a full-length performance piece, we empower people to get educated, get involved, and get moving toward creative solutions.

About World Toilet Day

World Toilet Day is a global day of action to increase awareness for the users' rights and to advocate a better toilet environment. Commemorated in 24 countries in 2009, individuals, toilet associations, and other advocacy groups mark this day across the world to bring attention to a cause that truly affects everyone on earth.

For More Information:

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