



Media release
Wednesday 4th November

Singapore Inspires Global 'Urgent Run' Movement for Sanitation

1,000 participants join World Toilet Organization's charity fun run on Saturday 7 November to celebrate UN World Toilet Day

More than 1,000 participants will join an Urgent Run for sanitation in Singapore's East Coast Park this Saturday, 7th November. The Urgent Run charity fun run is World Toilet Organization's annual event for UN World Toilet Day – a run to call for urgent action to end the sanitation crisis.

The flagship Singapore event marks the kick off of a global dash for sanitation, with communities around the world holding their own run or walk events to 'raise a stink' for sanitation in November in the lead up to UN World Toilet Day on 19th November. Inspired by World Toilet Organization, around 25 global Urgent Runs are expected to be held in 2015, the second year for the event.

"It's time for toilets to be treated as an urgent global priority," said Jack Sim, Founder of World Toilet Organization. "The current level of effective action is far short of what's needed given the scale of the sanitation crisis, with 2.4 billion people still without access to proper sanitation. By joining in the global Urgent Run, communities in Singapore and around the world are coming together to shine a spotlight on the sanitation challenge, and call for urgent action."

Singapore's edition of The Urgent Run will feature a sanitation-themed carnival and activities on the side-lines of the fun run to engage Singaporeans with the issue of sanitation, including live performances, an exhibition, a giant blow-up toilet, competitions, and fancy dress. Participants will also take part in a symbolic big squat in solidarity with the nearly 1 billion people who face the indignity of defecating in the open. All funds raised will support World Toilet Organization's crucial sanitation projects.

The fun run has a serious side – engaging the local community with the sanitation crisis and calling for urgent action. One in three people on this planet still don't have access to a clean and safe toilet. One thousand children die each day due to poor sanitation. And better sanitation supports better nutrition and improved health, especially for women and children.

World Toilet Day was established by World Toilet Organization in 2001 to draw attention to global sanitation issues. Since then the organisation has made great strides through its global advocacy to address the taboo nature of toilets and place sanitation on the agenda of the global community. In 2013, the UN adopted World Toilet Day as an official UN international day: UN World Toilet Day on 19th November.

Tickets for this year's Singapore Urgent Run have now sold out. Interested participants can contact urgentrun@worldtoilet.org to join the waiting list.

ABOUT THE URGENT RUN



The Urgent Run, World Toilet Organization's annual event for UN World Toilet Day, is a global run to call for urgent action to end the sanitation crisis. The event brings together communities around the world for a sanitation-themed run or walk in November, in the lead-up to UN World Toilet Day on 19 November. In 2014, the first year for the global event, 22 events took place in 13 different countries. This year the Urgent Run aims to raise an even bigger 'stink' for sanitation. Find out more and join the global 'movement' at www.urgentrun.com

ABOUT WORLD TOILET ORGANIZATION

World Toilet Organization (WTO) is a global non-profit working towards a world with a clean, safe toilet and sanitation for everyone, everywhere, at all times. Our mission is to continue to build the global sanitation movement through collaborative action that inspires and drives demand for sanitation, and provides innovative solutions to achieve sustainable sanitation for all. WTO has commemorated its founding day, 19 November, as World Toilet Day since 2001. In 2013 the UN adopted 19 November as UN World Toilet Day. WTO achieved special consultative status with the United Nations Economic and Social Council (ECOSOC) in 2013. www.worldtoilet.org

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