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**Jack Sim joins US groups to commemorate United Nations' recognition
of World Toilet Day on Nov 19.**

New York, NY, November 6, 2013: [World Toilet Organization](#) (WTO) Founder Jack Sim will be at the United Nations on November 19 to commemorate World Toilet Day. A UN Resolution on July 24, 2013 officially recognized the annual day which has been celebrated unofficially since 2002. World Toilet Day raises awareness of the 2.5 billion people living without toilets and resulting diarrheal illnesses that kills more children than HIV/AIDS, malaria, and measles combined.

International sanitation advocate Jack Sim founded the World Toilet Organization in 2001 to bring toilet issues to public awareness and onto the global policy agenda. When sanitation was left off the 2000 UN Millennium Development Goals (MDGs), Jack Sim was key in securing sanitation among the MDGs. International agencies now see sound toilet systems as the heart of development and wholeheartedly promote this formerly neglected sector. "When we are children, our parents tell us not to talk about [poo]" says Sim. "This is a really serious problem. What you don't talk about, you can't improve."

Sim is collaborating with [Public Hygiene Lets Us Stay Human](#) (PHLUSH) and New York-based [The People's Own Organic Power Project](#) (The POOP Project) to strengthen World Toilet Day observances in the United States (US). The toilet status quo is not only a disservice to people living in underdeveloped countries; US toilet systems flush over two trillion gallons of freshwater a year, availability of public restrooms is extremely limited here, and current sewage systems are vulnerable to earthquakes and floods.

In addition to his formal commitments, Jack Sim is available to meet with members of the media. Representatives from PHLUSH and The POOP Project will also be available to discuss US-centered sanitation challenges.

The mission of the World Toilet Organization is to improve sanitation for people worldwide through powerful advocacy for education, innovative technologies, and creating local market opportunities. WTO champions human dignity and the right of the world's women to have safe places to "go". Recent WTO projects include initiatives to convert human waste to enhance food security. Additionally, Jack recently founded [BoP Hub](#), a business incubator for the development of products to meet the means and aspirations of the poorest of the poor.

[PHLUSH](#) is an all-volunteer advocacy organization that works for well-designed sanitation facilities that restore health to our cities, our waters, and our soils. We collaborate with neighborhood organizations, environmental activists, planners, architects, code officials, and city managers. www.phlush.org @PortlandPHLUSH

[The POOP Project](#) is a grass-roots organization pushing for change from the bottom up. We create art, social media and educational experiences that heal the cultural shame of keeping potty talk taboo. Our work promotes critical conversations about sustainable sanitation for the person, planet and whole community. www.thePOOPproject.org @poop_project

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