



The Golden Poo Awards 2011

Ultimate Toilet Humour

Stand-up Comedy competition

Awards Night Tuesday 8th November at The Bedford, Balham, London with host Arthur Smith

World Toilet Day is a campaign that draws attention to the global sanitation crisis. Inadequate sanitation (2.6bn people lack even a bucket for their waste), contaminated water and poor hygiene kill more people worldwide than malaria and HIV and are responsible for 80% of disease in the developing world. These factors are also a major contributor to the spread of infection in the UK.

Poop Creative, a not-for-profit organisation, launched a national competition back in July to promote the importance of sanitation and hygiene through comedy. Poo is still a taboo and comedy is a powerful way to deliver a message and to initiate behaviour change.

The competition

The best acts have been chosen via entries submitted on YouTube. All acts are covering the subject of poo or toilets in their own inimitable style. Finalists will perform live at the prestigious **Golden Poo Awards** on 8th November 2011, in the lead up to World Toilet Day (19th November). The audience will vote for the winning act and the winner will receive a fabulous cash prize and a gorgeous Golden Poo Award.

Background

In 2009 Poop Creative, in association with the London School of Hygiene and Tropical Medicine, presented a successful animation competition around the issues of handwashing and sanitation, which culminated in the Golden Poo Awards 2009 event. Newsweek said of the overall campaign:

"Without a little edge, campaigns to raise awareness of diarrheal disease just get ignored in the West. So maybe it's OK to offend a few people if that's the only way to get some much-needed attention for your cause. Really, which is more upsetting, the campaign or the million deaths it's trying to prevent?"

More information

- The Golden Poo Awards will be held at The Bedford, 77 Bedford Hill, Balham SW12 on Tuesday 8th November, hosted by Arthur Smith.
- See www.thegoldenpooawards.org for competition rules, criteria and more details.
- **Supporters:** One Difference, The World Toilet Organisation, The British Toilet Association.

Arthur Smith is available for interview

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