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FOR IMMEDIATE RELEASE

Unicorns Unite - Squatty Potty® Teams Up with The Color Run®

ST GEORGE, Ut., May 24, 2017 – Squatty Potty announces sponsorship of eight *The Color Run Dream Tour* 5k races hitting major markets in the United States, beginning Saturday May 27, 2017 in New York City. In 2015, Squatty Potty launched a wildly successful marketing campaign featuring a viral YouTube video, starring a pooping Unicorn that has garnered over 130 million views to date and won the 2016 Webby Award.

"When we began to consider non-traditional marketing options, including sponsorships, we wanted to partner with an event that shared our brand identity. We really felt strongly that The Color Run was just like Squatty Potty- fun, hip and cool. And a unicorn mascot to top it off? We absolutely had to work together," said Dan Deceuster, Director of Ecommerce.



Squatty Potty and The Color Run share the same goals of making the world happier and healthier, one race and one stool at a time.

"The Color Run is excited to be working with Squatty Potty, a unicorn-approved product. With both brands loving color, fun, and unicorns it's a great fit. We know our participants will be equally excited to see the brands come together at the events this year." - Haley Van Dyke Partnership Coordinator.

For more information visit <https://www.squattypotty.com/> or call Linda Stay at 855-628-1099. Connect with us on social media @squattypotty and <https://www.facebook.com/squattypotty>

About Squatty Potty, LLC

Founded in 2011, Squatty Potty, LLC is a consumer products company whose product lines consist of toilet stools, sprays and other bathroom accessories. Its flagship product, the Squatty Potty stool, is designed to help users assume the squatting position while using the bathroom, delivering fast, complete elimination with comfort and ease. In 2014, the Company was featured on ABC's hit TV show *Shark Tank*, and became the second most successful company in the history of the show. Currently

Squatty Potty products are sold in over 6,000 retail locations globally, including Bed, Bath & Beyond, Costco, Walmart and Target.

About The Color Run®

The Color Run is the largest event series in the world and the first of its kind. Founded in 2012, the number one goal of The Color Run is to produce the 'Happiest 5k on the Planet' giving participants an unforgettable experience. With no winners or official times, The Color Run celebrates healthiness, happiness, and individuality, helping participants achieve their fitness goals by providing a fun, un-intimidating running environment. To learn more about The Color Run, visit [The Color Run Website](#).

#Happiest5k #DreamInColors

The Color Run is a product of Bigsley™ Event House, a leading creator of experiential events including: The Color Run Night®, Pumpkin Nights, Dam Train Race, Electric Run® and Soul Pose™.

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