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## **Squatty Potty® Launches Kickstarter Campaign The world's most loved emoji becomes a Poo Plunger**

ST GEORGE, Ut., July 25, 2017 –Squatty Potty, known for their development of the Squatty Potty® toilet stool, is launching a Kick Starter campaign today July 25, 2017 in order to gauge demand for a poop emoji toilet plunger. The campaign is seeking a goal of \$70,000 and will run for 30 days. There are five options to choose from in the Kickstarter campaign, including a discount for the first 100 pledges. The product fulfillment will begin shipping in September 2017.

Robert Edwards, CEO and Co-founder explains, "When you use a Squatty Potty stool, you will most likely notice more of a *load* in the toilet. Thus, the need for a toilet plunger. In keeping with our brand humor, a poop emoji plunger was the only way to go."

Squatty Potty, a family owned business, was founded out of necessity to relieve colon health issues which Judy Edwards, mother of seven, had suffered with for years. Squatty Potty believes the toilet plunger is a perfect companion to address the increased elimination volume which can come when using a Squatty Potty toilet stool.

In the research process, Squatty Potty found Carl Hickerson, founder of the Plunger Project. Having shared core values, it became a perfect fit to partner with Hickerson, to bring this unique plunger to a greater audience. "I am excited to partner with Squatty Potty as they have the resources necessary in getting this poo plunger out to the world", said Hickerson.

The Squatty Potty Poo Emoji Plunger features an extended suction cup and fits securely on all types of drains. Made with 100% rubber and a heavy-duty plastic handle, this plunger is designed to clear any clog with minimal effort.



Find the Kickstarter campaign at  
<https://www.kickstarter.com/projects/mysquattypotty/the-poo-emoji-toilet-plunger>

For more information visit <https://www.squattypotty.com/> or call Linda Stay at 855-628-1099.  
Connect on social media [@squattypotty](#), **#squattypotty**, **#poopbetter**

### **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. In 2015, the Company launched a wildly successful marketing campaign featuring a viral YouTube video that has garnered over 130 million views to date and won the 2016 Webby Award. Currently Squatty Potty products are sold in over 6,000 retail locations globally including Bed, Bath & Beyond, Costco, Walmart and Target.

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