



Media Contact:

Linda Stay

855-628-1099

linda@squattypotty.com

<https://www.SquattyPotty.com>

FOR IMMEDIATE RELEASE

Squatty Potty® Teams With Utah Gastroenterology For Colon Cancer Awareness

ST GEORGE, Utah -March 15, 2018 –Squatty Potty, developer of the Squatty Potty® toilet stool designed to help align the colon for more complete elimination, has partnered with Utah Gastroenterology for Colon Cancer Awareness month. Squatty Potty contributed toilet stools which will be given to referring physicians; in addition, to designing and providing tee-shirts to be worn daily in all six clinics across the state of Utah. With a tag line of *Healthy Colon : Happy Life*, it is a natural fit to help spark the conversation of colon health and cancer prevention.

Squatty Potty became an internet sensation with the release of a wildly successful marketing campaign featuring a viral YouTube video, [This Unicorn Changed the Way I Poop](#), which has garnered over 170 million views to date and won a 2016 Webby Award.

That video got people laughing, and then talking about their colon health issues. [Bloomberg News](#) explains the Squatty Potty as “a toilet accessory that’s gone from giggly subculture to full-blown phenomenon.”



Stephanie Butterfield, Clinic Manager of Utah Gastroenterology, wanted a creative way to launch their cancer awareness month and couldn't help but think of Squatty Potty as the perfect match to get the campaign moving. The campaign includes visiting various clinics to provide information for their patients on colon cancer prevention and screening. Butterfield explains, “Colon cancer awareness affects everyone. Everyone is somebody's mother, father, child or friend. Cancer screening just saves lives.”

“Squatty Potty is passionate about playing a role in advocating for the best colon care available, which includes regular screenings”, says Squatty Potty co-founder Robert Edwards.

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

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 Utah Gastroenterology

Utah Gastroenterology offers comprehensive digestive care for a vast variety of gastrointestinal issues. Serving the entire state of Utah from Weber County to Washington County with six office locations in Bountiful, Draper, Riverton, Salt Lake City and St. George. Utah Gastroenterology, is known for their highly attentive, personalized care, educating patients about their conditions and ways to improve their digestive health.

For more information visit <https://www.utahgastro.com> or call Stephanie Butterfield at 801-813-0006

###