

**NORTH AMERICAN RESTROOM ASSOCIATION (NARA), INC.**

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NORTH AMERICAN RESTROOM ASSOCIATION (NARA) LAUNCHED  
WILL PRESENT AT WORLD TOILET ORGANIZATION (WTO) MEETING IN BEIJING

*ASIA, UK ALREADY HAVE ASSOCIATIONS; US; CANADA PLAY "CATCH-UP"*

FOR IMMEDIATE RELEASE  
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FOR FURTHER INFORMATION:  
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Jack Sim. President WTO

*Singapore* - - The World Toilet Organization (WTO), sponsors of the World Toilet Summit in Beijing Nov. 17-19 and World Toilet Day November 19, has a new member – the North American Restroom Association (NARA), just founded in Baltimore, Maryland, USA (website: [www.americanrestroom.org](http://www.americanrestroom.org)).

"It's about time that the U.S. and Canada caught up with the rest of the world," states Steven Soifer, Associate Professor of social work at the University of Maryland, and co-founder of the new organization. "Many countries, especially in Asia, have associations sponsoring better, cleaner toilets, and yet North America has never had such a group," says Soifer.

The mission of the new organization is to advocate for improved, modern restroom design and availability for the general public and in institutions like schools. Its goal is to change restroom design and availability in North America to provide more privacy, comfort, and sanitation by keeping abreast of the newest technology and design for toilets/restrooms. It hopes to serve as a clearing house for companies and individuals promoting these products and designs and to develop lines of communication with mall and building managers, architects, builders, manufacturers, vendors and other groups which can change restroom design.

Robert Brubaker, Executive Director of Metroped's Public Restroom Initiative, and Jasmine Schmidt, Director of Education for the Simon Foundation for Continence, will present a paper entitled "The Code and Practices of Toilets in the U.S.A." at the Beijing Summit. David King, an executive board member of the International Paruresis Association, will represent NARA at the conference.

