

Searching for someone who gives a sh\*\*.

# Mr. Toilet

## THE WORLD'S #2 MAN



A LATRINE DREAMS PRODUCTION  
MUSIC BY NICK URATA SUPERVISING SOUND DESIGNER UGO DEROUARD  
ANIMATION BY KUNAL SEN AND TISHA DEB PILLAI  
EDITED BY MONIQUE ZAVISTOVSKI AND HEE-JAE PARK  
CINEMATOGRAPHY BY MRINAL DESAI SAPTARSHI ROY KHAIRULHAKIM  
MOHAMAD BASHIR AND SIYAN LIU CO-PRODUCER GRETA McANANY  
EXECUTIVE PRODUCERS CONRAD WHELAN AND JASON CHOO  
PRODUCED BY LILY ZEPEDA TCHAVDAR GEORGIEV AND EUGENE EFUNI  
WRITTEN BY LILY ZEPEDA TCHAVDAR GEORGIEV  
MONIQUE ZAVISTOVSKI AND HEE-JAE PARK  
DIRECTED BY LILY ZEPEDA



**WATCH  
TRAILER  
HERE**

 @mrtoiletfilm

 @worldsnumber2man

Obsessed with toilets, eccentric entrepreneur Jack Sim sacrifices his comfortable life for an endless battle against the world's largest man-made crisis: shit.

**DIRECTED BY: LILY ZEPEDA  
WWW.MRTOILETFILM.COM  
RUNNING TIME: 88 MINUTES**

**PR CONTACT: SASHA BERMAN  
310-450-5571  
SASHABERMAN@EARTHLINK.NET**



**THE FILM SUCCEEDS IN CREATING AN INTIMATE PORTRAIT OF A QUIRKY, AND ECCENTRIC INDIVIDUAL FULL OF COMPASSION, LOVE AND WIT WHO USES HIS INGENUITY AND SKILLS TO CREATE A MEANINGFUL DIALOGUE ON SHIT.**

**- THE EXTRA MILE**

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**I WAS KIND OF KNOCKED BACK ON MY HEELS BY THE FILM.**

**- UNSEEN FILMS**



**ZEPEDA'S PORTRAIT OF WORLD TOILET ORGANIZATION FOUNDER JACK SIM FINDS THE SUBTLE TENSION BEHIND AN UNAPOLOGETICALLY CRASS CHARACTER.**

**- TORONTO NOW**

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## Synopsis

What do you get when you cross an eccentric self-made man with a load of crap? Jack Sim.

To a stranger, he's a guy obsessed with toilets, but to those who know him, he's "Mr. Toilet," a crusader for global sanitation. Born in the Singapore slums, Jack Sim knows firsthand the agonies of not having a proper loo. Now he's dedicating his life to a crisis no one dares talk about: Shit.

Not having a place "to go" isn't just an inconvenience; it's a problem that impacts 2.4 billion people worldwide. In India alone, 200,000 children die each year from lack of safe sanitation, while women are regularly raped because they have to defecate in public spaces.

Jack's kids describe him as a 12-year old trapped in a 60-year old's body. He's full of jokes and it can be hard to take him seriously. But, he uses humor as his weapon to fight an uphill battle against bathroom taboos. He founded the World Toilet Organization and spent the last 13 years lobbying 193 countries to raise awareness for proper sanitation. He even successfully lobbied the United Nations to create World Toilet Day – the first International day of celebration for the toilet.

Now he is plunged into his biggest challenge yet when asked to secure 6 million toilets for the "Clean India" initiative. But with few resources and no help from the government, his epic project and reputation are in jeopardy. Jack's once supportive staff begins to doubt him; and when his family bonds start to fray over his obsessive dedication, he wonders if he's finally met his match. Mr. Toilet realizes there is a price to pay for being the world's #2 man, but as a su-poo-hero he can't quit.

## SHORTER SYNOPSIS:



To a stranger, he's a quirky Singaporean obsessed with toilets, but to those who know him he's "Mr. Toilet," a crusader in global sanitation. A former entrepreneur, Jack uses humor to campaign for something no one dares talk about: shit. It's a crisis that impacts over 2 billion people. Having established UN World Toilet Day, Sim plunges into his biggest challenge yet when he is asked to help implement Prime Ministers Modi's Promise of turning India into a defecation-free zone. But with few resources and no help from the government, Mr. Toilet discovers there is a price to pay for being the world's #2 hero.

## FILM QUOTES:



"IT'S VERY, VERY DIFFICULT WHEN YOU ARE SHIT, BECAUSE YOU ARE DOWN AT THE BOTTOM OF THE PILE OF ALL THE AGENDAS"

~JACK SIM

"IT IS NOT RIGHT THAT 2.5 BILLION PEOPLE IN THE WORLD STILL DO NOT HAVE ACCESS TO PROPER SANITATION WHEN WE CAN SEND SPACECRAFT TO LAND ON MARS."

~JACK SIM

"TURNING POOP CULTURE INTO POP CULTURE IS THE FASTEST WAY TO SOLVE THE SANITATION CRISIS."

~JACK SIM

"WHEN YOU TURN 007 UPSIDE DOWN IT SPELLS LOO AND IT'S SUCH A PERFECT OPPORTUNITY NOT TO BE WASTED"

~JACK SIM

"I FELT LIKE HAVING A UN WORLD TOILET DAY WOULD BE LIKE PUTTING A CROWN ON TOP OF THE TOILET THRONE."

~JACK SIM

"IF YOU ARE ABLE TO LAUGH AT YOURSELF AND MAKE PEOPLE LAUGH, THEY ARE PAYING ATTENTION TO YOU"

~JACK SIM

"GANDHI SAID, 'I WANT CLEAN INDIA FIRST, AND INDEPENDENCE LATER ON.'"

~DR. BINDESHWAR PATHAK, FOUNDER OF SULABH INTERNATIONAL"



## Directors Statement

As a kid, I always thought I'd grow up to be a mix of Diane Sawyer and Jeff Corwin – a world renowned reporter who travels the world breaking news stories, and a childlike host who enthusiastically skips through rainforests and desert landscapes in search of the unusual. The story of Mr. Toilet strangely embodies both of these dreams.

One fall afternoon in 2012, I was sitting in LA's rush hour traffic when I had to pee. As I quickly pulled off into the nearest store front, a DJ on the radio announced that the Bill & Melinda Gates Foundation had launched a toilet competition. Yes, a TOILET COMPETITION. I was all ears and stayed in the car a little longer to learn that Caltech, a university right in my city, had won first prize for their sustainable toilet model. This seemed random, yet funny and somehow very important—all elements of a great story. As I dug even deeper into the details (on my iPhone while finally peeing), I learned some shocking statistics: 2.4 billion people lack access to a safe, clean toilet. That means more people in the world have access to a cell phone than they do a toilet. That's crap.

In addition, it's the women who suffer the most. They must hold their bodily urges ALL day and when they finally relieve themselves at night they are at risk of rape. And, girls often do not go to school past menstruation age because they have no privacy during their time of the month.

This was a big turning point for me. As a woman privileged enough to have a safe place to go, and as a teenage youth mentor at the time, I was moved to tell this story in a big, bold way.

After the prize-winning toilet engineers at Caltech realized how obsessed I had become with their story (and toilet) they introduced me to sanitation pioneer Jack Sim, better known as Mr. Toilet, who on our first phone call said, "I am going to turn poop culture into pop culture." I was sold. Mr. Toilet's fearless humor and disregard for cultural norms was the magic potion for a character-based film about a taboo subject. Nobody was willing to talk shit like Mr. Toilet, and humor was the way I felt most comfortable expressing myself. When people laugh, barriers come down and we become receptive to information or ways of thinking that weren't there before. Mr. Toilet's childlike demeanor and wild ideas act as a magnet for drawing audiences into a platform that tackles urgent and sensitive issues.

As I look back on the film's five-year journey – which was shot in four different countries, incorporates four languages, and weaves in both verité and animation – I realized not only did this story revive my sense of wonder for strange worldly subjects, but it also provided an opportunity to tell a heartfelt and funny story that intends to build bridges across cultures. I hope that this intimate access into the life of The World's #2 Superhero will reveal the #1 struggle that a voiceless community faces in getting the world to act.

# TOILET FACTS:



**ALMOST 40% OF THE WORLD'S POPULATION DOES NOT HAVE ACCESS TO SAFE SANITATION**



**MORE PEOPLE HAVE A CELL PHONE THAN THEY DO A TOILET**



**LACK OF SAFE SANITATION CAUSES MORE DEATHS THAN AIDS, MALARIA AND MEASLES COMBINED**



**ALMOST 1 MILLION CHILDREN DIE EVERY YEAR FROM DIARRHEA DUE TO LACK OF SANITATION; THAT'S 2,000 CHILDREN A DAY**



**1/3 OF SCHOOLS AROUND THE WORLD DO NOT HAVE TOILETS**



**1/5 GIRLS IN INDIA DROP OUT OF SCHOOL WHEN THEY START HAVING PERIODS DUE TO THE LACK OF SAFE, PRIVATE TOILETS.**



**OVER THE PAST 200 YEARS, TOILETS HAVE ADDED 20 YEARS TO THE LIFESPAN OF HUMANS**



**WORLD TOILET DAY IS SINGAPORE'S FIRST UN RESOLUTION TO BE ADOPTED**



**IN 2013 MATT DAMON STAGED A FAKE PRESS CONFERENCE ON YOUTUBE FOR WORLD TOILET DAY TO ANNOUNCE HIS "TOILET STRIKE" IN AN EFFORT TO RAISE MONEY AND ATTENTION FOR CLEAN WATER AND SANITATION. HE PROMISED NOT TO GO TO THE BATHROOM "UNTIL EVERYONE HAS ACCESS TO CLEAN WATER AND SANITATION."**



**JACK WAS NAMED ONE OF THE HEROES OF THE ENVIRONMENT FOR 2008 BY TIME MAGAZINE**

# TEAM



## Director/Producer/Writer

Lily Zepeda's passion for exploring unconventional stories began with a career in Journalism, interviewing subjects ranging from Grammy award-winning musicians to Olympians. She went from TV production to embarking on a 5-year journey to make her first feature film, *Mr Toilet: The World's #2 Man*. She's a Diversity Fellowship and Accelerator Lab grantee from Chicken & Egg Pictures as well as a Hedgebrook Lab finalist. She has also been selected to pitch at film festivals, including Big Sky, Hot Docs Sheffield and Doc NYC. Her film went on to win the Docs for School Audience Award in 2019.

## Producer/Writer

Tchavdar Georgiev is an Emmy-nominated filmmaker and a member of ACE (American Cinema Editors). "*The Desert of Forbidden Art*," (Independent Lens) that he produced and directed together with Amanda Pope was nominated for two Emmys and won international accolades. He edited the two times Emmy-nominated "*Valentine Road*" (HBO) as well as "*Finders Keepers*", both of which premiered at Sundance. He wrote, co-produced and edited "*Off The Rails*" (Hot Docs, Full Frame, Sundance Channel) that won many awards including DOC NYC FF. He edited "*Skidrow Marathon*" that won numerous awards including LAFF. He directed and edited together with Dana Berry for Nat Geo "*Finding the Next Earth*" and edited the Emmy-nominated "*Alien Earths*". He also edited on "*The American Meme*" (Tribeca FF, Hot Docs, Netflix Original), "*Served Like A Girl*" (SXSW, Independent Lens), "*One Lucky Elephant*" (Best Doc Editing at Woodstock FF) and "*Bite Size*" (Best Doc at Cinequest). He has also written, produced, directed or edited for BBC, History Channel, USA Network, STARZ and Amazon Studios.



## Editor/Writer

Monique Zavistovski is a native New Yorker whose work has won awards worldwide, including at Sundance, SXSW, and the Emmys. Her latest project, *RAISE HELL: The Life & Times of Molly Ivins*, premiered at the 2019 Sundance Film Festival. *The Wraith of Cobble Hill*, which Monique produced and edited, won the Jury Prize in Short Filmmaking at Sundance and was shortlisted for the Academy Awards, and a PBS film she cut, *The Legend of Pancho Barnes and the Happy Bottom Riding Club*, won the Emmy for Best Historical Film. In addition to *Mr. Toilet: The World's #2 Man*, her more recent work include Sundance's Film Forward selection *The Light In Her Eyes* (POV, 2012), *Limited Partnership* (IDA's Humanitas Award Winner, 2015), *Abortion: Stories Women Tell* (HBO, 2016), *CITY 40* (Netflix; Emmy Award Nominee for Best Investigative Documentary, 2017), and *Served Like a Girl* (SXSW, Independent Lens, 2018).

## Editor/Writer

Hee-Jae Park is a commercial and documentary editor. His most recent editorial works include *Nude* (STARZ). He has also assisted on "*The American Meme*" (Tribeca FF, Hot Docs, Netflix Original), "*Served Like A Girl*" (SXSW, PBS Independent Lens), and "*David Blaine: Beyond Magic*" (ABC). He has also edited on projects for Subaru, Samsung, Dropbox, XPRIZE, The Salvation Army, The Humane Society, and The Sundance Institute.



# TEAM

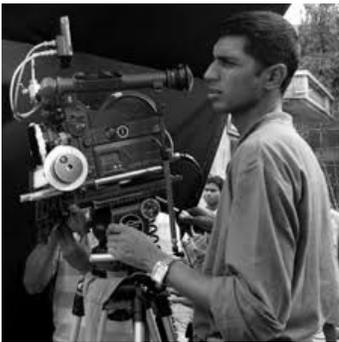


## Producer

An experienced screenwriter, producer and director for feature films in the US and Europe, Eugene Efuni is an Executive Producer of the American Independence Film Festival, and an official of the US Embassy film festival in Ukraine. He has produced six international feature films including: "Iris Effect," starring Anne Archer, Agnes Bruckner and Mia Kirshner; "The Second Front," starring Craig Sheffer, Todd Field and Ron Perlman; "Mirror Wars" starring Malcolm McDowell, Armand Assante and Rutger Hauer. Efuni has also produced one of the first 3D feature films shot in Eastern Europe, "Rzhevsky vs Napoleon! 3D!" which was theatrically released in Russia and Ukraine.

## Co-Producer

Greta McAnany is an award-winning filmmaker and entrepreneur. McAnany graduated from USC in 2010 and over the next three years went on to finance and produce the feature film BITE SIZE, distributed by BOND360. The film won the Grand Jury prize at Cinequest Film Festival and was featured by Katie Couric on ABC. It was distributed on Netflix, Amazon, Vimeo, Pivot TV and more. McAnany is a recipient of film grants from Morgan Freeman and his Rock River Foundation, and the prestigious Thornton Foundation. McAnany co-founded Blue Fever, a digital studio and branding platform for content and creators of millennial female entertainment.



## Cinematographer, India

Mrinal Desai's last feature film, "Court", was an astounding critical success winning 19 awards internationally including 2 Lions at the 2014 Venice International Film Festival, Golden Lotus for Best Film at the 2015 National Awards and Best Cinematography at the 2Morrow Film Festival, Moscow. He was second unit Cinematographer on Danny Boyle's 2009 multi Oscar winning 'Slumdog Millionaire'. His documentary credits include the Tribeca and Hot Docs winner for 2012, 'The World Before Her,' the Emmy nominated 'Terror in Mumbai' (BAFTA winner 2010) & 'The Battle for Haiti' BAFTA winner 2011).

## Cinematographer, India

Saptarshi Roy (Sappy) started fiddling with his mom's analog 12mm still camera at the age of five. After graduating from an electronic media college, Sappy aggressively followed his passion of filmmaking. It's been more than 12 years and his clients now include Indian CNN-IBN, Star India and NDTV, Tommy Hilfiger, Ambika Pillai (Fashion Make-Up Artist), KOHLER, Kitchen Aid, Samsung, McDonalds, a Hindi Food Show for EPIC channel (currently on the air), and ESPN.



## Cinematographer, Singapore

Khairulhakim Mohamad Bashir is based in Singapore. His works are prominent in local television such as Mediacorp Channel 5, Mediacorp Okto, Channel News Asia, Mediacorp Channel U, and international television such as Discovery Asia. In 2018, a short film titled "Grandma In July", was shot by Khairulhakim which got in as Top 10 Viddsee Juree Awards. His directorial debut "Kara" was screened in 2018 Glendale International Film Festival, Semi Finalist in Sydney Indie Film Festival, Cannes Short Film Corner, selected as First Time Filmmaker as part of the Lift Off Festival (Global), screened as a European premiere in Festival Internacional Signos Da Noite (Lisbon) and Internationales Festival Zeichen Der Nacht.

# CREDITS

Directed by  
Lily Zepeda

Produced by  
Lily Zepeda  
Tchavdar Georgiev  
Eugene Efuni

Co-producer  
Greta McAnany

Executive Producers  
Conrad Whelan  
Jason Choo

Written by  
Lily Zepeda  
Tchavdar Georgiev  
Monique Zavistovski  
Hee-Jae Park

Edited by  
Monique Zavistovski  
Hee-Jae Park

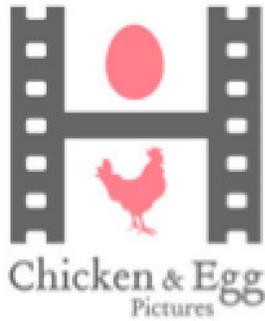
Cinematography by  
Mrinal Desai  
Saptarshi Roy  
Khairulhakim Mohamad Bashir  
Siyan Liu

Music by  
Nick Urata

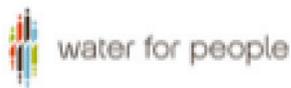
Animation by  
Kunal Sen  
Tisha Deb Pillai  
(Good Bad Habits, Inc)

with  
Jack Sim (aka Mr. Toilet)  
Dr. Bindeshwar Pathak

# SUPPORTERS



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