



THE WORLD BANK

Working for a World
Free of Poverty

MEDIA ADVISORY

World Bank, UN Confront Global Sanitation Crisis *An exclusive artistic performance at opening of high-level WB-IMF Spring Meetings side event*

On Friday, April 19, ahead of the World Bank/IMF Spring Meetings in Washington, DC, **World Bank Vice President for Sustainable Development Rachel Kyte, United Nations Deputy Secretary-General Jan Eliasson, Unicef Executive Director Anthony Lake, and American Standard Vice President for Research, Development, & Engineering, Jim McHale** will discuss the silent crisis and taboo in developing countries around poor sanitation that affects 2.5 billion people, kills thousands of children each day, and costs up to 7% of GDP in equivalent economic losses every year.

The event, “*A Matter of Life: Investing in Sanitation*,” will touch on a new effort of the UN and World Bank on sanitation, and on efforts to meet demand from households and communities for toilets and other sanitation products and services. In partnership with ONE DROP, a non-profit organization established in 2007 by Guy Laliberté, Founder of Cirque du Soleil®, an exclusive artistic performance will open the event, followed by a panel discussion and Q&A with the audience. It will include discussion around a fully functional toilet at the costs of just US\$ 1.50, which was designed by one of the world’s largest producers of toilets and bathroom fixtures. Winners of the [Sanitation Hackathon App Challenge](#) (#SanHack) will also be announced.

Participating in the panel event will be:

- **Jan Eliasson, Deputy Secretary-General, United Nations**
- **Rachel Kyte, Vice President for Sustainable Development, World Bank**
- **Anthony Lake, Executive Director, UNICEF**
- **Minister of Finance from Indonesia, Nigeria, Uganda (TBC)**
- **Jim McHale, Vice President, Research, Development, & Engineering, American Standard**

Date: Friday, April 19, 2013
Time: 1–3:30 PM (1pm arrivals/registration, 1:30 Exclusive Artistic Performance, 2:00 panel)
Venue: Room J1-050
Location: World Bank J Building
701 18th St, NW, Washington, DC
Or follow #WBLive and live.worldbank.org/investing-in-sanitation

Interested journalists **must** register for this event. Please RSVP to Christopher Walsh at cwalsh@worldbank.org with “RSVP Media” in subject line, Name, Title, News Outlet, Contact Email address and phone number. Seating is limited. Please arrive by 1:15PM for identification and registration. Click here for media package: www.wsp.org/content/media-center

#ItTakes; #MDGMomentum; #ToiletsForAll