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PRESS RELEASE

Award Winning Shewee Brings Relief to Female Travellers

Imagine the scene: you have just arrived in a village at the end of a long bus journey, and having finished that bottle of water you are desperately in need of a toilet. A local points you in the direction of the public amenities, but a quick inspection reveals you would rather burst than attempt to squat in such squalid conditions.

If only you were a man things would be so much easier...

Well, now the case for equality moves one step nearer, thanks to the invention of the Shewee. This revolutionary new product enables women to urinate standing up, in situations where squatting is either impractical or unhygienic.

The Shewee measures just five inches in length, comes in a hygienic resealable pouch, and is so light you won't even notice you packed it in your rucksack. But when the time comes you will be delighted you did.

Samantha Fountain, an award winning product designer and inventor of the Shewee, came across the idea when backpacking through South East Asia.

'One of my biggest gripes was the condition of squat toilets in many villages. Male friends could just stroll up and be on their way in a few seconds, while we girls would have to remove backpack and clothing and attempt to squat, all the time trying to avoid touching anything for fear of germs. The Shewee does away with all this nonsense.'

Sam's idea won her the James Dyson Product Design Award, and this autumn the Shewee is to be featured on the popular BBC2 programme *Dragon's Den*. Having given up her city job to concentrate solely on the Shewee, Sam is convinced her design will soon be as essential an item for female travellers as the mosquito net or first aid kit.

'I would never think of going away without a Shewee now, and I advise all female travellers to do the same. It's time to stand up and take control.'

The Shewee is currently on sale online at www.shewee.co.za or call +27 11 608 4760/+27 82 882 2034 - if you are about to head off around the world, make sure you pack the Shewee first.