



**CLAIM**  
Your regal throne!

**WIPE OUT**  
the competition!

**IT'S AN UNCOMMON REQUEST  
BUT A VERY COMMON NEED!**

**IT'S TIME FOR THE 2019 ANNUAL**

**TOILET PAPER CHALLENGE**

**BUSINESS DIVISION CHAMPIONSHIPS**

**FEBRUARY 10<sup>TH</sup> – MARCH 17<sup>TH</sup>**

Pueblo Cooperative Care Center distributes toilet paper (TP) rolls through its hygiene program. Every year for nearly four decades, businesses in Pueblo County are challenged to compete against each other to collect as many rolls as they can to support this program. We are asking you to get on board because our annual challenge is about to unroll. Businesses are lined up, employees are under a lot of pressure (to win), and we are preparing to let it rip. Plan your TP drive wisely, set an achievable goal and think **BIG**.



**The Toilet Paper Challenge is a great business community experience! It inspires people, makes them want to participate and they do like to contribute and share in the fun.** By supporting the *Toilet Paper Challenge*, you will be making a real difference in the lives of our neighbors in need. We thank you for the love you hold for our community, our people, and for strengthening our faith-based mission. We appreciate your sense of humor too, and we are grateful of your efforts.

**Our center serves over 36,000 individuals each year and we rely on your help.** The business with the most TP rolls collected will receive the coveted “Porta-Roll” traveling trophy which can be proudly displayed for a full year. Plus, if you send us pictures reflecting the creativity associated with your TP drive, we will highlight you on our website for the whole world to see! **Don't forget, you can call us anytime for ideas, but you can't call us to see how the competition is doing!**

**Beginning Monday, March 18<sup>th</sup> Pueblo Cooperative Care Center will come to your business to pick up collected rolls. Call us to schedule a pickup or to answer any questions you have!**

**Did you know**, Renova (made in Portugal) is the most expensive TP in the world? Nearing a cost of \$3.00 per roll, it is 3-ply, perfumed, available in four colors and a favorite of Beyoncé and Kris Jenner. **Did you know**, the first “splinter free” TP wasn't manufactured until 1935? (*ouch!*). **Did you know**, it takes 30,000 trees every day to meet global TP demand? **Did you know**, over 7% of Americans admit to stealing rolls of TP from hotels? **Did you know**, nearly 4 billion people in the world don't use TP because of its cost or a lack of plumbing? **Did you know**, the average person in the USA uses 100 rolls of TP and the average household flushes over 80,000 sheets every year? **DID YOU KNOW**

**THE 2019 TOILET PAPER CHALLENGE GOAL IS 50,000 ROLLS!**