

Be green – pee in shower

RIO DE JANEIRO: New television advertisements are encouraging Brazilians to save water – by urinating in the shower.

Brazilian environmental group SOS Mata Atlantica said the campaign uses humour to persuade people to flush toilets less often.

The advertisement features cartoon drawings of people from all walks of life – a trapeze artist, a basketball player and even an alien – urinating in the shower. Narrated by children's voices, the ad ends with: "Pee in the shower! Save the Atlantic rainforest!"

SOS said that if a household avoids one flush a day, it can save up to 4,380 litres of water annually.

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