



Media Release

1 December 2012

RESTROOM ASSOCIATION (SINGAPORE) LAUNCHES THE LOO (LET'S OBSERVE OURSELVES) WHIZ

The first online game to experience the demanding work of a restroom cleaning attendant

At its LOO (Let's Observe Ourselves) Carnival & Awards ceremony held at IMM, the Restroom Association (Singapore) or RAS launches 'LOO Whiz' (**Annex A**), its first online game developed by Nanyang Polytechnic's School of Interactive & Digital Media students, to provide gamers with a hands-on gaming experience of restroom cleaning. The LOO Whiz is available on the RAS facebook page at www.facebook.com/RestroomAssociation.

From now till 31 March 2013, the top-three gamers with the fastest time will stand to win an Apple New iPad, iPad mini and Canon digital camera respectively. Winners will be notified in April 2013. The main purpose of the game is to educate the public to better appreciate the efforts of restroom cleaning attendants.

For the LOO Awards this year, 57 nominations were received for three categories (**Annex B**) and a total of 16 recipients (**Annex C**) – including the Best Happy Toilet category which is not open for nominations – were selected to receive the awards from Guest-of-Honour Mr Liak Teng Lit, Chairman of the Public Hygiene Council (PHC).

Similar to the carnival last year, the LOO Awards ceremony is held on the first day of the two-day carnival which takes place from **today till Sunday, 1 to 2 December**. Visitors to the carnival stand to enjoy a firsthand experience of playing the LOO Whiz and participate in other educational games and activities. They can also embark on a learning journey with the exhibitors (**Annex D**) who are showcasing innovative and interesting restroom products and services.

For enquiries, please contact:

Mr Emerson Hee
General Manager

Tel: 6297 9824

HP: 9113 6786

Email: emerson@toilet.org.sg

About Restroom Association (Singapore)

The vision of the Restroom Association (Singapore) or RAS is A Gracious Society Embracing Excellence in Restroom Culture. Started in 1998 as a non-profit organisation, RAS is dedicated to building an excellent restroom culture by actively engaging owners, the cleaning industry and users to play their part. Some of its programmes or activities – supported by the National Environment Agency (NEA) – initiated and conducted include the Happy Toilet Programme, Happy Toilet School Education programme for Preschools, STAR (Sustaining Toilets As Restrooms) Awards Programme, Eco-Assessor Programme and LOO (Let's Observe Ourselves) Carnival & Awards. RAS is a strategic partner in national community events like Clean & Green Singapore and is also a founding member of the World Toilet Organization and the Keep Singapore Beautiful Movement.

About Nanyang Polytechnic

Established in 1992, Nanyang Polytechnic (www.nyp.edu.sg) is a premier tertiary institution that offers quality education in Engineering, Information Technology, Design, Interactive & Digital Media, Chemical & Life Sciences, Business Management and Health Sciences. It offers 50 full-time diploma courses and a suite of customised courses for continuing education.

Nanyang Polytechnic's School of Interactive & Digital Media (SIDM) supports Singapore's vision to be an Interactive & Digital Media hub. SIDM offers 6 unique courses that integrate art, design, entertainment and technology for the digital age – the Diploma in Digital Media Design (Animation), Diploma in Digital Media Design (Games), Diploma in Digital Media Design (Interaction Design), Diploma in Digital Visual Effects, Diploma in Entertainment Technology (Games) and Diploma in Motion Graphics & Broadcast Design. Together, these courses prepare students for the exhilarating world of animation, games design and development, interactive media, visual effects, advertising and the entertainment industry.

Glossary of Chinese Terms (In alphabetical order)

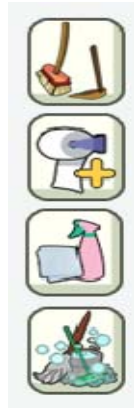
- | | |
|---|-----------|
| 1. Best Happy Toilet category | 最佳康乐公厕级别 |
| 2. LOO (Let's Observe Ourselves) Awards | 卫浴文化奖 |
| 3. LOO (Let's Observe Ourselves) Carnival | 卫浴文化嘉年华 |
| 4. LOO (Let's Observe Ourselves) Whiz | 卫浴文化达人 |
| 5. President Tan Puay Hoon | 会长陈培芬 |
| 6. Public Hygiene Council | 公共卫生理事会 |
| 7. Restroom Association (Singapore) | 新加坡卫浴文化协会 |

ANNEX A

LOO (Let's Observe Ourselves) Whiz

Game Controls

In this online game, players have to use the keyboard to control the movement of the game character LOO Whiz and left click on the mouse to select the right tools to clean up areas either dirtied or vandalised by irresponsible users. Players will also need to frequently left click on the mouse to replenish toilet paper due to wastage.



– The broom and dustpan are used to clear any types of litter

– Replenishment of toilet paper

– The detergent and cloth are used to remove wall graffiti

– The mop and brush are used to dry and disinfect floor with water or human waste

Game Concept



Whenever a happy user leaves the toilet, the service meter moves right. Players can proceed to another stage when the service meter increases to the maximum.



Whenever an angry user leaves the toilet, the service meter moves left. Players have to replay the game when the service meter decreases to the maximum. Uncleared litter and graffiti decrease the service meter every few seconds. The longer the time taken to clean it, the faster the service meter decreases.

Game Completion

Upon successful completion of the final stage, a notification screen will appear prompting gamers to submit their scores. The final stage poses more challenges for players with bigger toilets and more frequent vandalism.

ANNEX B

List of LOO (Let's Observe Ourselves) Awards recipients

Organisation

Private Sector

- AsiaMalls Management Pte Ltd

Public Sector

- JTC Corporation

Education Sector

- Established School Category - Northland Primary School
- Promising School Category - St. Anthony's Primary School

Cleaning Industry

Cleaning Service Provider

- ISS Facility Services Pte Ltd

Restroom Cleaning Attendant (In alphabetical order)

- Mrs Lim Ai Lee <Horsburgh Integrated Services Pte Ltd>
- Mdm Sapiah Bte Napfil <Ramky Cleantech Services Pte Ltd>
- Mr Tao Yan Bin <ISS Facility Services Pte Ltd>

Individual (In alphabetical order)

- Youth – Ms Chen Mei Xin <Marketing student from Ngee Ann Polytechnic, School of Business & Accountancy>
- Youth – Mr Desmond Pheh <Marketing student from Ngee Ann Polytechnic, School of Business & Accountancy>
- Star Volunteer – Mr Henry Zhong <Restroom Association (Singapore)>

Best Happy Toilet

- Coffee Shop – Broadway, 100 Tyrwhitt Road
- Food Court – Kopitiam, 5 Lower Kent Ridge Road, National University Hospital
- Market & Food Centre – Mayflower Market & Food Centre, Ang Mo Kio Avenue 4
- Shopping Centre – Anchorpoint Shopping Centre Basement 1
- Happy Toilet of the Year 2012 – Health Promotion Board, Level 2 Centre

ANNEX C

LOO (Let's Observe Ourselves) Awards 2012

Scope

All efforts made by an organisation and individual in promoting and enhancing the standard of restroom cleanliness will be taken into account in the selection of recipients for the awards.

Eligibility

The LOO Awards is open to all organisations and individuals in Singapore.

LOO Awards Categories

There are three (3) LOO Awards categories open for nominations: Organisation, Cleaning Industry and Individual.

1. Organisations are selected in the following categories:
 - Private Sector/Public Sector
 - Educational Institution
2. Cleaning Industry is selected in the following categories:
 - Cleaning Service Provider
 - Restroom Cleaning Attendant
3. Individuals are selected in the following categories:
 - Private/Public sector individual
 - Youth (includes members of youth groups, youths in tertiary institutions, secondary and primary school students)

The following categories are not open for nominations.

1. Best Happy Toilets are selected in the following categories:
 - Coffee Shop
 - Food Court
 - Market and Food Centre
 - Shopping Centre
 - Happy Toilet of the Year
2. Star Volunteer is selected under the Individual category.

ANNEX D

List of Exhibitors

- **Tav Shield**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/hD1Fk>
Website: <http://www.tavshield.com.sg>
- **ESG Asia Pacific**
Website: <http://www.esgasiapacific.com>
- **Inter-Lab Products**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/ECwZ4>
Website: <http://www.interlab.com.sg>
- **Rentokil Initial (Singapore)**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/hrj3w>
Website: <http://www.rentokil-initial.com>