

EASY WAY TO HELP THE DROUGHT (& MAKE A POOP JOKE)



by **ALI HART**

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What's that? We're in a drought? Sorry, I couldn't hear you over the sound of my neighbor hosing down his white Hyundai.

For those who haven't noticed, California is in a state of emergency. California residents have been subject to fines of up to \$500 for violating outdoor water use restrictions since August and we already have towns that have run **OUT OF WATER**. We could all just bury our heads in the sand (where there used to be rivers) or we can do something about it. Like drop a brick in our toilets. Yeah, you heard me. Just drop one in there. *Plunk*.

Today marks the launch of a new initiative called **Project: Drop-A-Brick** from a collective of creative minds in San Francisco. It's about time someone brought more attention to the drought with a splatter of dry humor. The campaign video pretty much speaks for itself:





According to the [EPA](#), American residents use an average of 100 gallons of water per day and flushing the toilet uses more liquid gold than any other indoor water activity at roughly 27%. (Compare our numbers with Europeans who use about 50 gallons per day and residents of sub-Saharan Africa who use 2 to 5 gallons per day and we look pretty crappy.) A brick displaces about 0.4 gallons of water in a toilet's tank, and it makes even more of a difference with older toilets that can flush away anywhere from 1.6 to 7 gallons per flush. Drop-a-Brick's water displacers are also made from natural rubber harvested from Hevea trees that are used for rapid generation of deforested areas.

 <h3>Old Toilets</h3>	 <h3>Ultra Low Flush Toilets</h3>	 <h3>High Efficiency Toilets</h3>
<p>Toilets manufactured before 1980 use between 5 and 7 gallons per flush. Sometimes more. Toilets from the early 1980s to 1992 typically use 3.5 gallons per flush.</p>	<p>Toilets manufactured in 1994 and beyond are typically Ultra Low Flush toilets. An ULF toilet uses 1.6 gallons per flush.</p>	<p>HET toilets use 1.28 gpf and were manufactured after 2002. We don't recommend using Drop-A-Brick in these toilets because you won't get a proper flush.</p>
<p>AVERAGE HOME USE 26,000 + gallons/year.</p>  <p>x 1000!</p>	<p>AVERAGE HOME USE 11,000 + gallons/year.</p>  <p>x 1000!</p>	<p>AVERAGE HOME USE 9,000 + gallons/year.</p>  <p>x 1000!</p>
		

While putting a brick in your own water hog toilet is doing your duty (read: dooty), let's all admit that dropping one in your friend's toilet is even more fun. Just make sure the tank holds more than 1.2 gallons (don't worry, they tell you how to check).

And before you throw your hands on your hips and proclaim that you could just put a filled plastic bottle in your tank, I'll have you know that the project creators would agree with you. In fact, they recommend getting a high efficiency toilet

over any other approach. But the brick is moldable so it will fit any tank. Plus you can donate bricks to needy toilets across the state. And let's not forget all the brick jokes.

So why not squeeze out a few bucks to help fight the drought? Check out [the Indiegogo campaign](#), which is bursting with data and toilet humor.

Got a tip for us? Email tips@thebolditalic.com.

CREDITS



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COMMENTS



DEVERIE78

Oct 16 at 12:58pm

I'm curious why actual bricks are not that good for toilets? Also, is there any concern about floating plastic in your tank? BPA seepage or something? I dunno.

+++++ to Ali for the poo jokes.

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