



Honoring My Grandparents

TOP TOILET EVENT IN THE NATION

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CAMP MI CASA, OLD ROUTE 66, CARTHAGE, MO



Way to go! A family's unusual honor.

Big Success Story

Most people wouldn't know how to handle the unusual honor of having toilets named after their grandparents. But funnyman Steve Searcy has embraced the commode in a way that has never been done before. As a boy, his exceptional grandparents taught him valuable words to live his life by: *Take what you got and make it great.* So that's exactly what Steve did...with the help of America's favorite bathroom icon—Ty-D-Bol.

The excitement began with a simple announcement. Time had passed and the family farm on Old Route 66 had changed hands to become a beautiful RV park. But, the community still remembered and loved Clyde Russell and Janie Belle. So the new land owners wanted to pay tribute in a special way.

The funny invitation was straight from the heart. "Can we name the toilets to honor your grandparents? Can we invite people to celebrate the caring nature of a couple that never knew a stranger?" Steve knew what the reaction of his grandparents would be; he said, "This is exactly the kind of honor that would have these two happy souls pound the table and laugh out loud." So, Steve welcomed the opportunity to share their memory and celebrate their lives...and Ty-D-Bol agreed to help.

The media lined up for the top toilet event in the nation. Joplin's highest rated KSN-16, an NBC affiliate, hosted a live TV segment, kicking-off the news that Ty-D-Bol was in the house and on the house. Next, the region's largest newspaper The Joplin Globe detailed the background of Steve's heartwarming story. Then, radio station KIX 102.5, the Four State's Number One for Country, invited Steve on the top-rated morning show. Steve stepped in to play co-host for a banter-filled live segment where listeners called-in to win Toilet Treasure Tubs filled with Ty-D-Bol products.

By the time event day dawned, Steve and his family were flushing with pride. What a fabulous Ty-D-Bol kind of day! The sky was blue, the air was fresh, and the whole world sparkled. Naturally, the crowd sang, danced, and chanted Ty-D-Bol.

Thousands of hearts and toilets were touched by the family's tale.



THANKS!

