



Shy Bladder Group Smartly Raises Public Awareness with DirecTV Protest

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Move over, OCD — there's a new social anxiety disorder in town. Its name is paruresis, and it doesn't matter if you can't pronounce it, all you're going to be talking about for the next six months is shy bladder syndrome.

Thanks to a highly-publicized protest of the new **Rob Lowe DirecTV** ad, the International Paruresis Association (IPA) just went from a little-known non-profit without a pot to pee in all the way to being a safe haven of the most-recognized phobia since they made that movie about spiders overrunning a tiny California town.

You weren't saying "arachnophobia" a lot before then, were you? So, tell me, who's peeing their pants laughing now?

In a genius marketing move, the kind that rivals DirecTV's own stab at cable competitors, shy bladder sufferers nationwide have petitioned the satellite TV provider to pull its commercial from the airwaves. At issue is Lowe's portrayal of a "painfully awkward" version of himself as someone who can't urinate in public. The multi-ad campaign depicts handsome Lowe as a confident DirecTV subscriber and his less-appealing alter-ego as an inferior cable customer.

"Fact: I can't go with other people in the room," says a fanny pack-wearing awkward Lowe, standing at a dirty urinal.

Here is the link for one of the Rob Lowe/Direct TV commercial: <http://bcove.me/o2883dk9>

IPA CEO **Steve Soifer** said the ad is in poor taste and ridicules a serious problem. The University of Memphis social work professor likened it to making fun of someone who didn't have an arm or a leg.

“We don't mind if people have a little fun with it,” Soifer said. “It's a situation that a lot of people don't understand. In this particular case, the portrayal is making it look ridiculous, that this guy is a loser for having a problem.”

IPA estimates that around seven percent of Americans have some form of shy bladder syndrome. The group's protest now has about 90 percent of the nation talking about the disorder.

They may be bashful when it comes to the bathroom, but they're full of a certain something and vinegar when it comes to raising public awareness. DirecTV said it has no plans to remove the ad and instead suggested critics should be able to take a joke.

<http://www.rantlifestyle.com/2014/11/04/shy-bladder-group-smartly-raises-public-awareness-with-directv-protest/>