



Press Release

Children introduced to New European Animation Series 'My Friend Boo'

Skopje, 11 May 2010: 'My Friend Boo' is a new animation project which aims to promote the EU accession through communicating to young generations on important values and topical issues addressed by key EU policies. Young people will get to know Boo and his friends in their adventures while learning about some of today's most important issues. The series is being pre-launched today at the Delegation of the European Union in Skopje.

Supported by the EU Delegation's Programme "Broadcasting the EU", the project, with the expertise of FEJS – the Forum for European Journalism Students – will bring 'My Friend Boo' into thousands of households, as the series will be dubbed in the local languages and broadcast on 2 national TVs. Co-financed by three European Commission's fundsⁱ and produced by award-winning animatorsⁱⁱ, the series has pioneered a new approach to creating educational programmes for children. Messages and storylines were developed with the help of leading independent experts working on the issues addressed in the episodes (energy, water and health) and tested at each main production phase on hundreds of European children.

Project architect and spokesperson, Luigi Petito said: *"We are delighted to introduce My Friend Boo today to the children in Skopje and tomorrow to the whole country. This project is the first of this scale and has already received overwhelmingly positive reactions from the children involved in the focus groups. With My Friend Boo, children will find out about what the EU is doing to fight climate change, promote energy and water conservation, and help children adopt healthier lifestyles"*.

The programme is also supporting the translation of the accompanying teaching material in the local languages. 'My Friend Boo' tells the story the three kids and their magical dog Boo who takes them on a succession of great adventures to find out about issues such as energy saving, water conservation and healthy living – some of Europe's top priorities.

Erwan Fouéré, Special Representative of the European Union and Head of the Delegation of the European Union, concluded: *"We are very proud to support the cartoons of My Friend Boo into Macedonian and Albanian language under our Information & Communication Programme since we believe that children are one of our most important target groups"*.

Antoaneta Ivanova, FEJS Delegate, added: *"Animation is a great way to present important and complex issues to young generations. Infotainment and edutainment is certainly one of the ways forward to convey engaging messages on these issues, and illustrate for example in a simple and fun way what the European Union concretely means to the children and their parents in their daily lives"*.

Pece Taleski, Executive Director of OXO, said *"My Friend Boo is exactly the type of educational audiovisual product OXO undertakes to broadcast. It corresponds to our company's vision: great packaging combined to great content to promote good values to youngest generations"*.

My Friend Boo will be broadcast on Alsat TV and Telma TV this autumn after the public launch organized in Skopje next September. **ENDS**

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Notes to the Editor

ⁱHow was the series supported?

Each strand of the series is supported by a different European "fund".

- The Energy strand was produced by the Young Energy Savers project with the support of the IEE programme - the European fund for energy
- The Water strand was put together by EcoAnimation with the support of LIFE+ programme - the European fund for the environment
- The Healthy Living strand was devised by the ACTIVE project with the support of the HEALTH programme – the European fund for public health promotion

Websites

www.animate-eu.com

www.myfriendboo.com

Project partners

Business Solutions Europa (project management): www.bs-europa.eu

FEJS – Forum of European Journalism Students (communication and dissemination): <http://fejs.org/>

ⁱⁱ Characters were designed by Curtis Jobling. Designer of the internationally acclaimed pre-school series Bob The Builder™ www.curtisjobling.com/

Business Solutions Europa

With the support of:

