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Leading European cartoon channel signs up to LIFE+ supported animation series for 10 countries



Central European cartoon channel Minimax has signed up to new animation series My Friend Boo. The series which targets 5-8 year olds follows the journeys of three regular kids who one day bring to life a magical toy called Boo. Boo takes the three young explorers on extraordinary adventures to help them understand some of today's most important world issues including water conservation, energy and healthy living.

Each thematic strand of the series is produced by independent international experts, school kids from 6 European countries and award winning animators as part of European funded projects. The Water strand is co-funded by the LIFE+ programme as part of the EcoAnimation project. The strand takes Ben, Lucy, Jaq and Boo on three water-themed adventures to help them to understand the importance of water to humans, plants, wildlife and to the world at large. In the three episodes, the kids meet a rather talkative vole called Victoria

whose riverbank home has been abandoned by animals and humans because a local factory isn't taking care of its waste. They visit planet Klexus to see if they can help inhabitants to save water on their planet. And they take a ride down a river bank to look at the "bigger picture" where they see the damage that chemicals and dam-building can have on local wildlife but also what we can do to make the world a better place.



Minimax will broadcast to over 10 million households in Czech Republic, Croatia, Slovakia, Hungary, Romania, Bosnia-Herzegovina, Serbia, Moldova, Montenegro and Kosovo from June 2010. The channel will also translate teaching material which accompanies the series into local languages. The deal marks the first agreement with a major European broadcaster for the series but many more are in the pipeline!

The Water strand of My Friend Boo will be launched on World Water Day (22nd of March) next year.

- More information about the [projects behind My Friend Boo](#)
- More [about My Friend Boo](#)

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A new wrinkle in ancient ocean chemistry

Scientists widely accept that around 2.4 billion years ago, the Earth's atmosphere underwent a dramatic change when oxygen levels rose sharply. Called the "Great Oxidation Event" (GOE), the oxygen spike marks an important milestone in Earth's history, the transformation from an oxygen-poor atmosphere to an oxygen-rich one paving the way for complex life to develop on the planet.

Two questions that remain unresolved in studies of the early Earth are when oxygen production via photosynthesis got started and when it began to alter the chemistry of Earth's ocean and atmosphere.

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November 5, 2009 by [constantinealexander](#)



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