

Eco-Animation – Launch announcement – Word Water Day website -
<http://www.worldwaterday.org/page/2757>

Launch of My Friend Boo - New Series Gets Kids Animated About Conservation!

Business Solutions Europa

London - London Wetland Centre, United Kingdom, 22 Mar 10

[Launch invitation - My Friend Boo Water Strand](#)

To mark World Water Day 2010, we are launching My Friend Boo, a new animated adventure-comedy series that helps kids aged 5-8 understand some of today's most important issues, starting with water conservation.

Produced by a team of independent education, conservation, communication and animation experts and focus groups of over 500 school children in 5 European countries, the series has pioneered a brand new approach to creating fun and educational content for kids.

Boo's adventures will be broadcast on TV networks across Europe as of June 2010. Each episode is also accompanied by teaching packs for schools and educators which will help kids to learn more about this precious resource and have a little fun too!

Join us for the launch of the series on the morning of 22nd March 2010 and meet some of the organizations who will be helping Boo to entertain, educate and inspire millions of kids to do their bit for our planet...