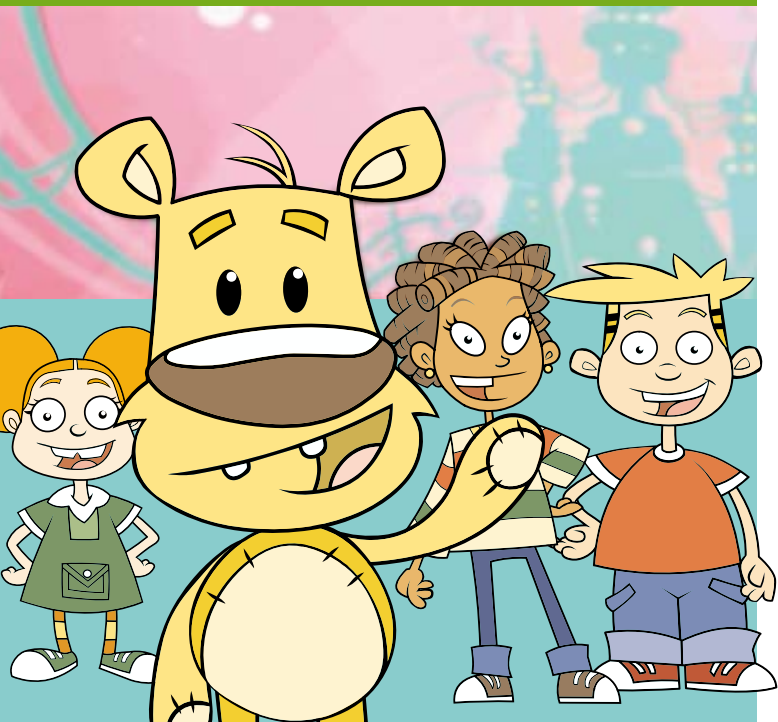


You are cordially invited to the

LAUNCH EVENT of the The Energy Strand of ...



**A new TV animation series
that will help children across Europe
to understand energy issues**

hosted by Fiona Hall MEP

**on Tuesday, 27th April 2010, 9:30 – 11:30,
in the European Parliament, Rue Wiertz 60,
room P7C050, Brussels.**

Speakers include **Fiona Hall MEP**;
Dr. Stephan Singer, Director Global Energy Policy WWF;
and **Marta Szigeti Bonifert**, Executive Director Regional
Environmental Center.

Please confirm your attendance by 12 April via e-mail to:
giulia@bs-europa.eu

My Friend Boo's ENERGY Strand was produced by

Project Partners



Business Solutions Europa



My Friend Boo tells the story of Ben, Jaq and Lucy and a magical dog, Boo, who comes to life in their attic. Boo takes the kids on fun and whacky adventures to find out about why we should save energy, energy choices and sustainable transport – some of today's most important issues.

Produced by award-winning animators with support from character designer Curtis Jobling, best known for Bob The Builder™, the series has pioneered a new and fresh approach to engaging young children on some of today's most important global issues like energy. Messages and storylines were developed with the help of leading independent experts - WWF and REC - and tested at each main production phase on hundreds of children in Belgium, Bulgaria, Ireland, Italy and Poland.

Boo and his wonderful adventures will be broadcast in over 14 countries from June 2010, reaching millions of European households. Each episode will be also accompanied by teaching packs for schools and educators – all for free.

If you work in energy, policy, education or communication, join us for the launch to find out more about Boo and discuss what Europe can do to help and inspire everyday citizens, in this case our youngest Europeans, to do their bit for our planet and their futures.

www.myfriendboo.com

www.animate-eu.com/yes

