

# SEO/BirdLife launches its Kid's club ?Aventureros? (adventurers)

## Title

After several years of work and preparation, SEO/BirdLife (Spanish Partner) Kid's Club has finally seen the light! For its launch, SEO/BirdLife organised throughout May, in different Spanish cities, various events and activities for the kids and their families.

There will be new characters specifically to help SEO/BirdLife in raising its young public's awareness on the importance of conserving nature and biodiversity: **Trizas, Manolito, Pintas, Señor Owl, Púas y Ancas**, form the ?Tribe of the forest?. This tribe will increase over time, and the kids will discover the new members on the club's website [www.clubaventureros](http://www.clubaventureros), or in its magazine ?Aventurero?. In the ?Calendario del naturalista? (Calendar of the naturalist), the adventurers will be offered a large range of activities available on the website, such as ornithological itineraries, or song workshops. Moreover, the newcomers will receive funny and educational conservation materials: the magazine ?Aventurero? including drawings, news stories, competitions, cartoons, and a folder with a collection of stickers.

On the [website](http://www.clubaventureros) they will find the latest news on the natural world, interactive games, education workshops, a section with downloadable material (only for subscribers) and a blog. This club will help raise SEO/BirdLife profile in Spain! Kids are often very interested in learning about and discovering the world around them. With its educational material SEO/BirdLife is responding to these needs. Also by raising their awareness, SEO/BirdLife will reach whole families, investing in and maybe creating a new generation for nature conservation? An initiative to support, follow and that, we hope, will inspire other BirdLife Partners! For more information visit [www.clubaventureros](http://www.clubaventureros) or contact [Carmen Fernandez](mailto:Carmen.Fernandez@seo.org), Media Officer and Webmaster at SEO/BirdLife.



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