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**, formthe ?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, 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 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 or contact Carmen Fernandez , Media Officer and Webmaster at SEO/BirdLife.