



Interactive online enviro-game for young children launches with a kick-off event at Oxford School

March 1, 2017, Halifax. Computer games can be a powerful teaching tool for kids. That's why Clean Foundation has created an innovative digital game that inspires children and their families to take action for positive environmental change.

Media are invited to join Clean as well as the students and teachers at Oxford School on Friday, March 3rd, for the launch of our new curriculum-aligned online game that gets young kids excited about environmental issues and empowered to help in age-appropriate ways. Based on Clean's award-winning *Eddie the Environmental Superhero* puppet shows that have been seen by thousands of kids across the province, the game has been a hit with the children who have already played it.

"I like the Eddie game because I love the song. And Eddie remembers to turn the lights off and then the air is clean," says Lily, age 5.

The launch will also feature a live performance from Clean's *Eddie and the Air Out There* puppet show. Through music, games, rhymes and humour, both the show and the game teach young children about the impacts of environmental choices, and how they and their families can take positive steps to improve the environment.

Launch Details:

Where: Oxford School, 6364 North Street, Halifax, NS

When: Friday, March 3rd

10:45 am. The *Eddie and the Air Out There* puppet show.

11:30 am. *Game launch.* The kids will be introduced to the new game and invited to play it, while characters from the show stick around to say hello.

Media are invited to arrive at 10:45am to attend the full event, or to arrive at 11:30am for the game launch only. Because the launch is taking place at a school, we ask that you RSVP to sharding@clean.ns.ca by 8 am Friday morning if you plan to attend.

Details about the game:

You will travel with Eddie and his friends on an adventure that includes music and interactive games. Depending on their age and reading level, kids can have the game read the story and instructions aloud, or they can select "Read to myself" mode. The game is free and accessible online at www.SuperEddieGames.ca, and for mobile devices through the iTunes and Google Play app stores – just search "EnviroEddie: Air."

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