

The **ADVENTURES** of
water wally



Contents

Overview	Page 2
Characters of Animation	Page 2
Synopsis of Animation	Page 6
Sticker Book and DVD	Page 8


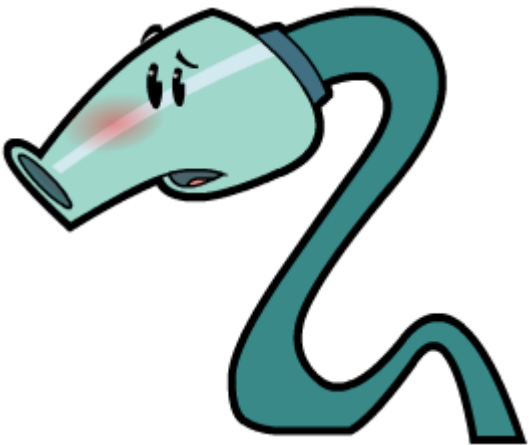
Overview

In 2009, children enjoyed fun-filled exploits with PUB mascot, Water Wally, and learn how to protect our water resources in his first ever TV animation series “The Adventures of Water Wally”.

Through this nine-episode series, PUB hopes to spread water messages to children between six and ten years old in an entertaining and creative manner. The audience will learn to appreciate water and to care for it so that they can have fun in water.

Supported by the Media Development Authority of Singapore (MDA) and produced by Scrawl Studios Pte Ltd, the series was telecast as 3-minute interstitials on MediaCorp Okto from 23 January to 14 February 2009.

Characters of the Animation

	<p>Water Wally</p> <p>Water Wally, PUB’s mascot, is friendly, helpful and kind. His mission is to protect all water sources so that they can be clean, sparkling and free-flowing. A personalised water droplet, he turns brown when he is sick, that is, when water gets polluted.</p> <p>An expert on everything about water, Water Wally is always on the lookout to stop any abuse of our precious water resources.</p>
	<p>Runny Hose</p> <p>Runny Hose is a water hose with a leaky nose. He is always sneezing and causing water wastage (not that he is doing it on purpose)! He loves to play with his friends, but no one likes to include him because he always ends up wetting them. Thanks to Water Wally, Runny Hose's problem is soon solved.</p>



Barry

Barry is one popular chap because he is full of fun. On his birthday each year, his friends like to create a special party for him. In this hot tropical weather, a party on water is just the thing to do. Water Wally and his friends found a plain river and transform it into one that is active, beautiful and clean. Barry can't believe his eyes after Water Wally and friends are done with the beautification of the river.



Sludge

Sludge loves playing in the mud and he ends up dirtying and messing up the waterways. Always up to some mischief, he thinks his fun is messy but harmless. On rainy days, he loves to ski down uncovered slopes and this causes the soil to erode and flow into the rivers and canals, turning the waters murky brown. A stickler for cleanliness, Water Wally has to track Sludge down to stop him.



The Oil Boys

Like a pair of twins, the Oil Boys go everywhere together. As they are very light, they can easily float on water. They love to skim the water surface and play on it. Trouble is, they leave an oily film all over the water, causing Water Wally and friends to slip and fall. Water Wally and friends have a hard time trying to pin them down due to their slippery nature!



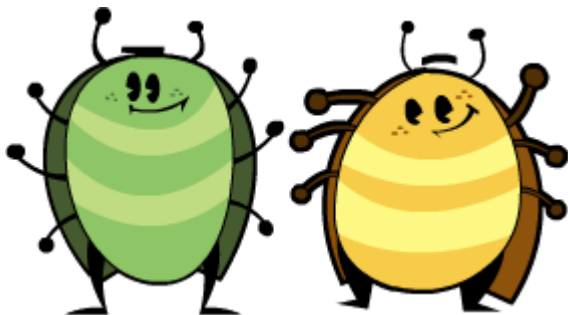
Fiona the Fish

Fiona is a house-proud fish that lives in a sparkling river. She takes pride in keeping her underwater home spick and span. A stickler for cleanliness just like Water Wally, it is no wonder they are the best of friends. Water Wally loves to visit Fiona at her house for tea to talk about how they can help to keep more waterways as unpolluted as Fiona's house. Fiona has lots of good ideas because fishes need clean places to live in!



Lindsay lizard

Lindsay Lizard is pretty, with big eyes and long eyelashes. She takes water for granted, spending long hours in the bathroom to do her daily beauty regime. Water flows non-stop as she soaps herself or when she brushes her teeth. Even when she washes the dishes, she has a splashing good time, until Water Wally knocks some sense into her pretty head!



Iggy and Biggy

Iggy and Biggy are as playful as any kids can be. When they play, they play hard. In fact, they play so hard that they are blind to any signs of danger that may be around them. Fortunately, Water Wally is always around to keep a lookout for them when they are playing near a canal. As a canal is linked to a network of drains, even rain that falls into drains a great distance away will soon be gushing through the canal in no time. Water Wally has to stop Iggy and Biggy from being flushed away by the rapid waters.



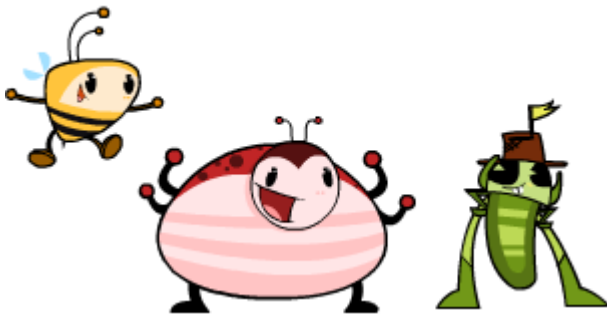
Fred the Toad

Fred loves the great outdoors, and what better way to enjoy nature than to have a picnic with his good friend Water Wally at a reservoir? However, Fred can be a little careless about his trash when he's too excited by his water activities. Instead of giving the trash to Bin, he throws it into the water. The trash soon comes back to haunt him!



Bin

Bin is a giant trash bin who loves to go to the reservoirs and river banks. On weekends when many families are enjoying picnics and water activities, he is very well fed, sometimes too well fed. To relieve Bin of any "indigestion", Water Wally advises everyone to bring your trash home for disposal. This will prevent Bin from over-eating and also help make sure no litter ends up in the waters.



Rest of Water Wally's friends in the animation.

Synopsis

1. Camp H2O

Lindsay the lizard is used to having an endless flow of water from the tap. When she goes to an outdoor camp with Water Wally and friends, she continues to take water for granted. Her wastage causes the whole campsite to run out of water. Fortunately, an overnight downpour refills the water tank, and Lindsay learns her lesson!

Message: Water is precious, don't waste it.

2. A Runny Hose

Water Wally and his friends are out playing when they bump into Runny Hose, who wants to join in their fun and games too. However, Runny's leaky nose is getting everyone wet and ruining their fun! See how Water Wally fixes up Runny so that everyone can have fun together.

Message: Water is precious, don't waste it.

3. A Muddy Mess

Fiona the fish has spent the whole morning tidying up her house as she has invited Water Wally for tea. When it starts to rain, Sludge the mud-boy has fun skiing down the slope. Sludge soon causes a mudslide. The mud flows into the water and dirties it, including Fiona's spick-and-span house. Water Wally quickly comes to the rescue with soil erosion net to stop Sludge from creating a bigger mudslide.

Message: Keep the water catchment clean.

4. Bin There, Dump That

Fred and Water Wally are out picnicking at a reservoir while Bin happily gobbles up their rubbish. Later, Fred gets lazy and throws his litter into the water. The litter soon gathers into a pile of rubbish in the water and comes back to haunt Fred when he goes on a kayak race with Water Wally. Watch how Fred disentangles himself from this mess and learns his lesson.

Message: Keep the water catchment clean.

5. The Big Race

It's the reservoir's annual kayak competition, and Water Wally and friends have trained hard for this day. They are greeted by fine weather and clean, beautiful water at the reservoir. Everything is perfect until Sludge gatecrashes the event. His water scooter, which is not eco-friendly, leaks and leaves a trail of fuel in the water. His bad littering habits further pollute the water. Although

Sludge wins the race, he incurs the wrath of everyone and has to pay for it by cleaning up the reservoir.

Message: Keep the water catchment clean.

6. Oil's Well Ends Well

The Oil Boys escape from a leaky grease can and find themselves in the reservoir, creating havoc and a huge headache for Water Wally. Due to their slippery nature, Water Wally has a hard time trying to stop them from creating more pollution. But the quick-thinking Water Wally soon have them under control.

Message: Keep the water catchment clean.

7. Canal Capers

Iggy and Baggy are playing in a dry canal. Water Wally warns them to stay away as canals can fill up very quickly in a rain as they are linked to a network of drains. But the pair of insects still climbs over the bars in pursuit of their ball that had dropped in. The water level rises rapidly but fortunately for them, Water Wally saves them in the nick of time.

Message: Safety in canals.

8. Barry's Big Bash

Water Wally is planning a big birthday bash for Barry. He enlists his friends to put together a plan to make the reservoir active, beautiful and clean, Sludge is jealous that he didn't get an invite and sabotages their plans by diverting the gang to a barren site. Undeterred, Water Wally gathers everyone and makes use of whatever they can find to turn the reservoir into a beautiful party site!

Message: Brining people close to water so that we can help protect this precious resource.

9. As Good As New

During a game of bath tub hockey, Water Wally gets himself all exhausted and dirty from playing in the soapy water! His friends suggest that he goes to a spa to relax, rejuvenate and get himself cleaned up. After a series of treatments, Water Wally emerges as good as new, ready to take on another round of hockey!

Message: NEWater is ultra-clean and safe to drink.

Partners

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