

Award-Winning Animator and Author Donna Kay Lau Wins Pinterest Cohort Challenge 3: Inspiring Creativity and Education

Bringing Creativity and Education to Life Through Pinterest

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Los Angeles, California



Donna Kay Lau, Emmy-honored TV animator, Oscar-qualified filmmaker, and creator of the Surf Soup® book series, has been selected as a winner of the prestigious Pinterest Cohort Challenge 3. This recognition highlights her innovative use of Pinterest as a platform to engage audiences and showcase her educational and creative projects.

Lau, whose Surf Soup® series now spans over 150 books and multiple animated shorts, leveraged the challenge to expand her reach with educators, parents, and young readers. Through hundreds of pins, her carefully curated content blends creativity, cultural storytelling, and educational guidance, demonstrating the power of visual platforms in amplifying meaningful projects.

“This challenge pushed me to explore new ways to connect with my audience while sharing the Surf Soup® universe,” said Lau.

“Pinterest is a dynamic platform that allows me to bring my books and animation to life, inspiring both children and educators alike.”

Follow Donna Kay Lau on Pinterest at [@surfsoup](https://www.pinterest.com/surfsoup) to explore her creative projects and educational resources. **Pinterest:**

<https://Pinterest.com/Surfsoup>

The Pinterest Cohort Challenge provides creators with advanced training and support to optimize their use of Pinterest, focusing on engagement, content strategy, and audience growth. Lau’s success in the challenge underscores her commitment to innovative storytelling, digital education, and creative entrepreneurship.

Pinterest: <https://Pinterest.com/Surfsoup>

About

About Surf Soup® TV Studio

Surf Soup® TV Studio is the creative home of Emmy-honored animator, author, and illustrator Donna Kay Lau. The studio produces the Surf Soup® book series and Surf Soup® TV cartoon series on YouTube, bringing culturally rich, imaginative stories to children and families worldwide. Known for hand-drawn animation and engaging storytelling, the studio combines heritage, education, and entertainment to inspire creativity, curiosity, and cultural understanding.

About Donna Kay Lau

Donna Kay Lau is an Emmy-honored TV animator, Oscar-qualified filmmaker, and author of over 158 Surf Soup® books and episodes. With decades of experience in animation, illustration, and children’s literature, Donna creates stories that celebrate Asian American heritage, family, and creativity. Her work spans books, animated shorts, TV series, music, and educational resources.

Website: <https://surfsoup.tv>

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