

Kids' MMOG Maker Masher Media Raises \$300K

LA-based Masher Media, which has pre-announced a 3D children's multi-player game called MyMiniPeeps, has raised \$300K from the Tech Coast Angels.



The upcoming virtual world is geared for kids ages 6-13 with plans to launch in the Fall of 2010. Masher plans to diversify the revenue stream by launching a toy line which will contribute to the MyMiniPeeps story and experience and move the users back and forth between the real world and the site. There will also be virtual goods sales. However, MyMiniPeeps.com will rely primarily on subscriptions at \$5.95 a month with discounts for 6- and 12-month subscriptions.

The startup is led by Sherry Gunther, who previously founded kid focused site [Zookazoo](#). She is also a multi Emmy Award winning producer of: "The Simpsons" "Family Guy" "Rugrats" "Looney Tunes" "Power Puff Girls."



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