

VentureWire

Tech Coast Angels Back Kids' Virtual World MyMiniPeeps

Staff Reporters

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Masher Media Inc., the developer of a virtual world for children called MyMiniPeeps, has secured financial backing from members of angel network Tech Coast Angels.

Masher Media, based in Calabasas, Calif., made its first presentation to Tech Coast Angels on July 1 and received notice of its \$300,000 investment on July 31. "This was an easy investment decision," said Luis Villalobos, founder of Tech Coast Angels. The round, whose valuation was undisclosed, will be held open for a total of \$500,000 in the next month.

MyMiniPeeps, a parent-authorized virtual world, enables children ages 6 to 13 to role play, become involved in communities, enjoy multiplayer gaming experiences, customize worlds and generate content.

The company's chief executive, Sherry Gunther, is an Emmy Award-winning producer of animated television shows including The Simpsons, Rugrats, Family Guy and PowerPuff Girls, Tech Coast Angels said. She also created ZooKazoo.com, a social networking Web site for children.

<http://www.mashermedia.com>

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