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MyMiniPeeps.com Out of Stealth

A new virtual world for kids is in development and has secured angel funding, according to PaidContent and SEC filings. MyMiniPeeps.com, due from Masher Media in the fall of 2010, secured \$300,000 in funding. Former TV executive Sherry Gunther and a production team of three at Masher are hoping to "raise the bar for innovative concept, level of interaction, and creative and aesthetic content on the web" with the title. The new project is targeted to kids ages 6-13.



MyMiniPeeps will play across a number of platforms, including the PC, Wii, and iPhone, says the company, and will teach skills the design team hopes can be applied to real-world challenges and situations. "Through integrated play they will not only learn about society -- jobs, careers, economy, environment and social issues -- but actually participate in it."



Among Gunther's credits are exec producer roles at *The Simpsons*, *Family Guy*, *Duckman*, *Edith Ann*, *Rugrats*, and *Dexter's Laboratory*. She has also contributed to projects at Klasky Csupo, Hanna Barbera, Warner Bros., Twentieth Century Fox Television, and Nickelodeon.

This is Gunther's second effort in virtual worlds having previously created ZooKazoo.com, a site for kids which KD Learning took live in 2007.

Other principals at Masher are Barry Holroyd, Chris Headrick, and Raymond Chan.

[via PaidContent]