

Webkinz World is Now Worldwide-The Hottest Kids' Site in North America Goes Global

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September 5, 2008 /[India PRwire](#)/ -- Webkinz World™, the premiere children's virtual world, is now actively growing around the world as children everywhere want to share in the fun.

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The multi-award-winning site has seen skyrocketing growth across North America since its launch three years ago. Children purchase a soft plush pet with a secret code, which allows them to adopt a virtual pet online. In Webkinz World, they care for their pets, decorate rooms and earn virtual money by playing games and quizzes and doing small jobs. Members can visit with 'friends' on the site and ensure their pets are happy, healthy and content.

The Webkinz World site lists distributors and stores around the world that carry the plush Webkinz pets. Ganz is launching the international Webkinz eStore (www.webkinzestore.com), giving kids in areas where Webkinz toys are not sold the chance to purchase a plush pet or a virtual pet code. Members all around the world are also able to purchase special online feature codes for exclusive virtual items to expand their play in Webkinz World.

Notes to Editor

About the Webkinz World™ site:

Each Webkinz pet carries a secret code. After logging onto www.webkinz.com, kids enter the code, adopt and name their pet, and are welcomed into a lively, activity-filled virtual world. With the code as their key, kids can enter the Webkinz World™ site without giving out any personal information such as their e-mail, last name or phone number.

Award-Winning:

In 2008, the Webkinz site received the Best of the Web award from the world's largest internet safety and help group, WiredSafety.org. In 2007 they received Toy of the Year Award from the Toy Industry Association (TIA), in the Specialty Toy category. In 2006, Webkinz pets were awarded an iParenting Media Award and the Canadian Toy Testing Council Children's Choice Award.

Take a tour! www.webkinz.com.

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