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Queetles Launch Global Awareness Toy-Critters
“The making of a Great big Kid”

Parents may well ask themselves, “Why on Earth does the world need one more toy?”

In the case of Queetles, the answer is that this unique comfort creature is designed to be exactly what’s needed by children everywhere – and by the Earth itself. These quirky and colorful creatures are designed to help kids have fun while enabling them to make a real-world contribution to the health of our planet.

Sound ambitious? Well, when Queetles were initially launched in 2006, they had a simpler goal in mind: doing something special for children's hospitals. By the end 2007, over 700 Queetles toys had been donated to children’s hospitals all over the country.

But that’s where the story takes a turn. In the course of those two years of donations, the Queetles company began receiving wonderful ‘thank you’ cards from children – sometimes as young as four years old – along with a request for more Queetles.

After spending an additional year speaking with parents and conducting focus groups with children, Queetles decided in 2009 to continue their journey by taking Wisp, their original Queetle, and adding four new colorful Queetles to his tribe: Floon, Tweet, Snugger and sassy Emberly. Each Queetle is nearly a foot tall and comes equipped with a voice recorder, to allow a parent or friend to leave a message of comfort and love that can be played back again and again. A cute story of comfort is also included, along with a larger message of global awareness.

The Queetles website made its debut on Thursday, September 24, 2009, featuring free downloadable crafts, adorable twin spokespersons, games, animations, a preview of an upcoming Queetles commercial, and lots more.

But what about the global mission? Well, even more good work is being done by Queetles. When a child purchases a Queetle, 5% of the purchase price will go directly to one of a rotating series of charitable foundations, ranging from childhood literacy to protection of the rain forests. With a purchase price under \$22, that means that each Queetles sale will generate more than a dollar toward the support of these missions, increasing global awareness and promoting the health of our planet.