

Online, Club Penguin Beckons to Preteen Surfers

by Lynn Neary

All Things Considered, January 19, 2007 · One of the latest phenomena sweeping the "tween" world is Club Penguin, an online site for kids. Following in the footsteps of sites such as Neo Pets, Club Penguin offers kids around the ages of 8 to 12 a way onto the Internet.

Kids use animated penguins to wander through a snowy virtual world, playing games and winning "coins" which allow them to buy and furnish their very own igloos. It's also a social networking site, where kids can meet and talk to total strangers.

But the developers of Club Penguin, three Canadian-based fathers, say they have created an advertising-free site with a sophisticated system for weeding out bullies, bad language and possible predators.