

Plushie Planet Brings STAR BABY Guardians to a Brazilian School for a Children-Focused Community Day

games and plush companions under the banner "welcoming with care, true connection, spreading love."

DENVER, CO, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Plushie Planet](#), the global innovation company behind the STAR BABY collectible universe, brought its plush guardians off the shelf and into a school gymnasium this week, spending a day with hundreds of children at a public school in São Paulo, Brazil, in a community event dedicated to kids' emotional wellbeing.



Plushie Planet volunteers and students hold a banner reading "welcoming with care, true connection, spreading love" during a children-focused community day at a school in São Paulo, Brazil.

Volunteers in the company's signature white caps and character T-shirts gathered the students beneath a bright banner carrying the day's message in Portuguese — "Acolhimento com carinho, conexão verdadeira, espalhando o amor" ("Welcoming with care, true connection, spreading

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Plushie Planet Studio

love"). Between games and songs, the team handed out STAR BABY plush companions, shared hugs and high-fives, and closed the morning with a group photo of raised hands and cheering students.

The visit is the latest chapter in Plushie Planet's community program in Brazil, which recently included a tree-planting initiative in the same region. Where that event invited

participants to plant values such as Hope and Peace in the soil, this one turned the focus to the children themselves — offering, for a day, the very warmth and sense of belonging the company builds its products around.

"A soft embrace and a thoughtful piece of technology speak the same language," said Mongrain

Claude, Founder and Chief Executive Officer of Plushie Planet. "Every child who walked out holding a guardian walked out knowing someone showed up for them. That is the whole idea behind what we make — and seeing it happen in a real classroom, with real hugs, is worth more than any product launch."

The plush companions the children received come straight from the [STAR BABY universe](#), whose seven guardians each watch over a real-world cause — from health, oceans and forests to the imagination of children. That connection is deliberate: the company frames its collectibles not merely as toys but as small ambassadors for care, and events like this one are where the story steps off the packaging and into children's hands.

Community work is built into the company's model. Plushie Planet directs 8% of its annual profit to charitable partners supporting isolated elders, [children in care](#) and mental-health initiatives worldwide, and holds its manufacturing partners to strict standards on recycled materials and fair labor.

Founded in early 2020 in Denver, Colorado, Plushie Planet has grown from a small design studio into a multi-continent operation with more than 1,200 team members, a presence in over 40 countries and regions, and more than five million units shipped. The company cites United Nations data to frame its mission: the number of people living alone worldwide has more than doubled, from 153 million in 2000 to 331 million in 2023, fueling an emotional economy valued at roughly US\$450 billion — a challenge it argues begins, and can be answered, in childhood.

More community events are planned across Brazil and other markets. Updates are shared on the company's social channels (@plushieplanet_official on Instagram and @planet.plushie on TikTok), and more information is available at <https://planetplushie.com>.

About Plushie Planet



Plushie Planet volunteers greet and hug students during the community visit.



Volunteers gather with hundreds of students during the Plushie Planet community day in Brazil.

Plushie Planet is a global innovation company dedicated to integrating artificial intelligence and user experience at its core, deeply merging digital technology with physical manufacturing. Founded in early 2020 in Denver, Colorado, the company creates designer plush, art toys and AI companions serving customers in more than 40 countries and regions, guided by four values: Warmth, Companionship, Authenticity and Creation.

Vincent

Plushie Planet

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