

Ambassadors of Love: Plushie Planet Kicks Off Nationwide STAR BABY Environmental Campaign in Brazil

August saw waves of white-capped volunteers cleaning parks and squares across Brazil — the opening act of a nationwide series of STAR BABY-themed events.

DENVER, CO, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- This August, teams of volunteers in white caps and STAR BABY T-shirts — known inside the company as its "Ambassadors of Love" — fanned out across parks, plazas and public spaces in Brazil, collecting litter, sorting recyclables and leaving every place they visited visibly greener. The large-scale environmental campaign was organized by [Plushie Planet](#), the global innovation company behind the [STAR BABY collectible universe](#), under one simple rallying idea: guarding the environment, together.



Plushie Planet's Ambassadors of Love with the morning's collection during the environmental campaign in Brazil.

“

Bring care where it is needed, and leave every place softer than you found it.”

Plushie Planet Studio

Armed with gloves, brooms and green collection bags, the ambassadors worked their way through tree-lined squares and busy street corners — filling bag after bag, chatting with curious passersby, and closing each action with a group photo alongside the morning's harvest. The scenes were deliberately joyful: less a cleanup crew, more a traveling band of guardians leaving a trail of brighter public spaces behind them.

The campaign borrows its soul from [The Pulsing Cosmos](#), the environmental and social storyline at the heart of the STAR BABY universe, in which seven plush guardians each protect a piece of the living world — Woodland Baby the forests, Azure

Baby the oceans, Ripple Baby the freshwater, Fluffy Baby the animals. To the volunteers, the mission is a natural extension of the story: if the guardians protect the planet in the lore, their real-world ambassadors can do it on the ground, one square at a time.

And August is only the beginning. The company says more large-scale STAR BABY-themed charity events will roll out across Brazil in the coming months — spanning environmental protection, children's wellbeing and community care — in what it describes as one of its most ambitious brand-led community programs to date, with the guardian characters as the common thread.

"We call them Ambassadors of Love because that is exactly the job description: bring care where it is needed, and leave every place softer than you found it," said Mongrain Claude, Founder and Chief Executive Officer of Plushie Planet. "Brazil has embraced our guardians with open arms. Now the guardians are giving back — square by square, seed by seed, child by child."

The campaign builds on a growing run of community actions in Brazil, including a tree-planting day in the São Paulo countryside and a school visit dedicated to children's emotional wellbeing. Community work is stitched 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 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. Updates on upcoming events are shared on the



A volunteer collects litter in a public park as part of the STAR BABY-themed campaign.



Ambassadors of Love at work in a city square during the August actions across Brazil.

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 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.

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Plushie Planet

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