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## Christy's Family Computing Blog

By [Christy Matte](#), About.com Guide to Family Computing

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## Disney Launches Pixie Hollow Virtual World for Girls

Thursday October 2, 2008

I have to be honest, I am simply not a girly girl. I don't love pink, I am not obsessed with shoes and I refuse to call my daughter "a little princess." So, when Disney announced their fairy-based virtual world, [Pixie Hollow](#), I wasn't banging down their door. Their first phase of launch allowed users to create their own fairies, so I did (mainly so I could tell you about it). She was cute, but I still wasn't "wowed."

Last night I got a message that I could now play with my fairy (who I had completely forgotten about), so I dutifully headed over to Pixie Hollow to check it out. And guess what? Pixie Hollow is fabulous! In the name of research, I spent hours flitting about to various parts of the hollow, collecting seeds and berries and flowers. I played some games, and learned how to sew fairy slippers. I donated my winnings to the community, made some friends and had a great time.

There has been a lot of discussion about commercialism in kids' virtual worlds, so I always pay attention to the motivators used in a virtual world. Pixie Hollow has shops, but they aren't open yet. You don't earn any coins (at least not now). Instead, you can collect and earn various seeds, berries and flowers and donate them to the community. That may not seem particularly motivating, but if you donate enough of any one item, you earn a badge. Likewise, you earn badges for making friends, sewing fairy clothes, exploring the hollow and other tasks. It sort of reminded me of Girl Scouts - badges show that you're learning new skills and contributing to the community.

Speaking of community (my word of the week), [Pixie Hollow](#) is gorgeous! And, it is free of outside advertising. Pixie Hollow is still in [beta](#), so time will tell, but this site seems to be a gem.

\*Full site launch is actually later this month...

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**(1) Susan Adcox says:**

October 2, 2008 at 4:25 pm

My granddaughter who is 5 is going to love this! And I like it too. So pretty!

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