

The Beat

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Club Penguin™ may be just an online game, but sometimes it requires tough choices to be made. For instance: should a penguin save its coins to buy more Puffles or should the coins be donated to help sick and needy kids? Puffles, small furry pets available from the gift shop, are status symbols on Penguin Island. The more Puffles, the better.

In December, when a donation program was offered, choosing how to use coins was the dilemma facing many players in the wildly popular multiplayer game. The virtual coins that penguins earned playing games could be spent, as usual, on stuff for themselves, or the money amount could be donated to charitable causes. When the program ended, over one million coins had been donated. One million real dollars went out to help humans in need. The unselfish penguins who donated coins received postcards saying, "Thanks!"



THINK ABOUT IT

- Why do you think virtual worlds like Club Penguin are so popular?
- How hard do you think it was for the penguin players to give up their virtual coins?

More of Less

As a class, take 30 seconds to quickly brainstorm a list of 10 things you wish you had or had more of. Jot these items on the board as you call them out. Then consider the items listed. Decide which have lasting value and which just provide more of what is currently considered to be cool. Rank the items in order of real value—from 1 (lowest) to 10 (highest).



What can you donate or give to someone this week that will be of true value?