

'I Really Hope No Other Parent Has Disappointed Kids Like Mine': Fake Websites for Little Tikes Swindle Parents

The sites look very official, but they just steal your money and don't deliver any toys.

By Matt Novak May 9, 2024

<https://gizmodo.com/little-tikes-scam-facebook-fake-website-bbb-real-toys-1851455749>



Photo: Smith Collection/Gado (Getty Images)

Little Tikes toys have been a favorite of American kids ever since the company was founded in the late 1960s. But if you're trying to find Little Tikes products, be careful where you order them online. Newly released documents from the [Federal Trade Commission \(FTC\)](#) reveal the internet is swimming with fake websites that look like real Little Tikes retailers. They'll take your money, but they won't ship you anything in return.

Gizmodo submitted a Freedom of Information Act request with the FTC for consumer complaints associated with Little Tikes. We received 308 complaints filed with the FTC over the past five years and have published dozens below. As it turns out, almost everyone complaining about Little Tikes to the FTC was actually getting scammed by unknown con artists who made their websites look like official Little Tikes properties.

One of the sites, which lived at the domain LittleToke.com, is available on the Internet Archive's [Wayback Machine](#) and shows just how sophisticated the scam is. The site looks very official and features what appear to be great deals on toys.

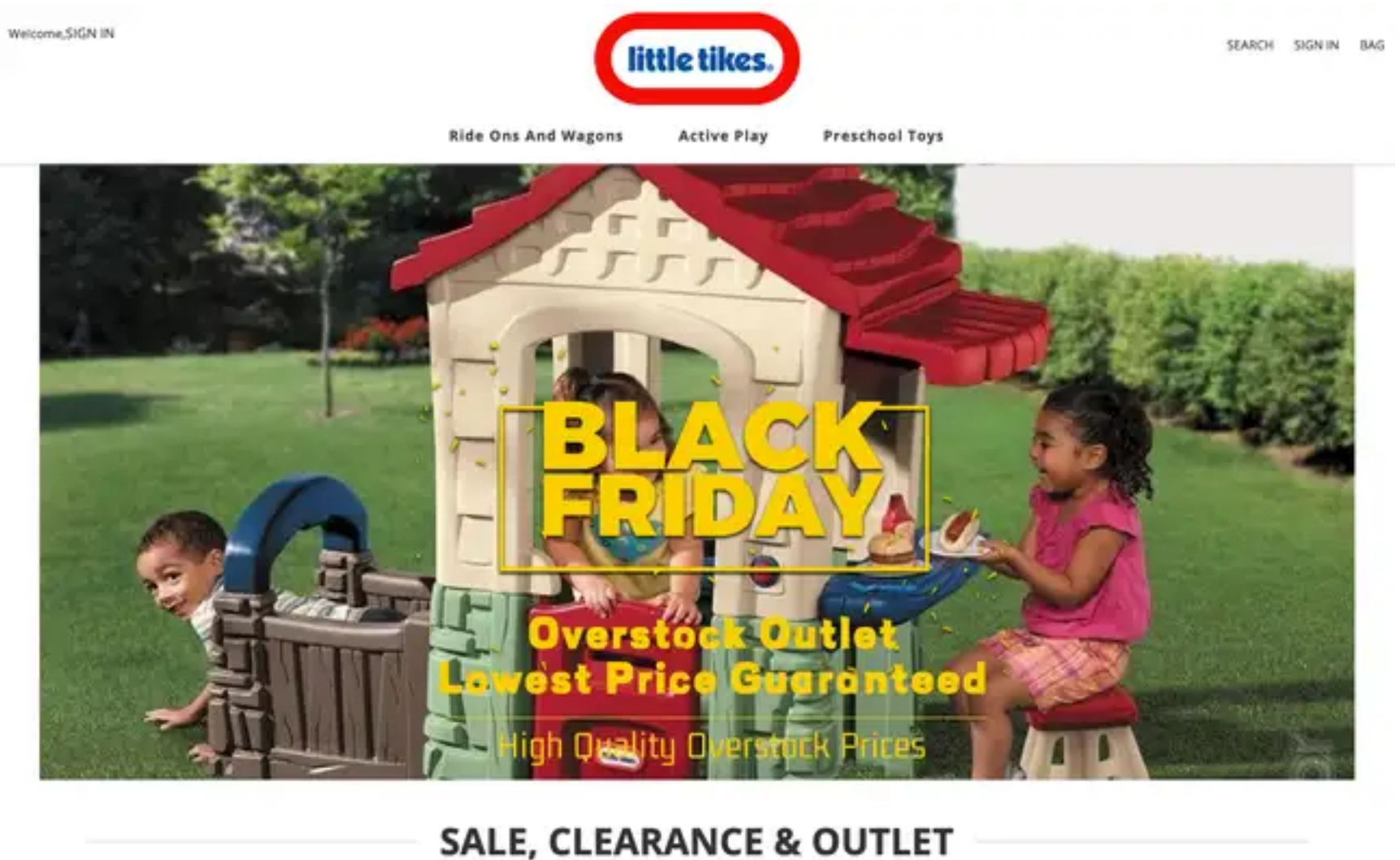


What one of the scam Little Tikes websites, littletoke.com, looked like in 2020 before it disappeared.

Screenshot: Wayback Machine / Internet Archive

Another scam site, hosted at the domain [LittleTikes.best](#) and pictured below, had a slightly different design but also looked pretty real to unsuspecting parents. The snapshot below features a Black Friday sale, something that comes up repeatedly in the complaints, which also notes that common

enticements included 70% off.



Another scam site made to look like Little Tikes, hosted at littletikes.best, as it looked in 2022 before it disappeared.

Screenshot: Wayback Machine / Internet Archive

Another site, littletikesonline.com, looked authentic enough but contained small style errors like writing "perperson" as one word. And as you can see in the screenshot below, the context is even more suspicious, since it makes the claim that customers can only purchase \$130 worth of goods "perperson" at a time.

FREE SHIPPING
Over \$69FAST DELIVERY
Shipping by DHL30 DAYS RETURN
Money back guaranteeLIMIT PURCHASE
\$130 perperson

Another scam site made to look like Little Tikes, hosted at littletikesonline.com, in 2020.

Screenshot: Wayback Machine / Internet Archive

How are people arriving at these sites? It appears Google, Instagram, and Facebook ads are driving much of the traffic. And the ads are luring people with incredible-sounding deals.

"I saw the ad on social media and it looked like the legit website of Little Tikes so I got excited for the supposedly '70% clearance' they had," one complaint obtained by Gizmodo reads, noting that it "seemed very legit."

"I bought some things for my kids, since I can't afford them at regular price I thought I'd take advantage," the complaint continued.

But after this person went back to find the site, they started to grow suspicious and realized they weren't getting anything delivered and they had been scammed.

In retrospect, some people expressed disappointment in themselves for not identifying the websites as scams earlier. And it's easy to see why people feel bad about themselves after getting duped. Humans weren't built to be inundated with the deluge of scams that proliferate online these days.

"I knew the products were too good to be true as I ordered a playground set worth around \$300 for \$60 and a table with chairs, and umbrella set for \$30! I honestly don't know what I was thinking," one person from North Carolina wrote.

Other people felt guilty for sharing fake Little Tikes websites with friends on social media, thinking they'd discovered a great deal.

"Now I feel absolutely awful because I texted the link to my friend and she made a purchase and ended up trying to cancel her credit card when I realized the mistake," someone from Michigan wrote in their complaint to the FTC.

Curiously, a handful of the complaints mention that sometimes people would receive *something* in the mail, often knock-off sunglasses or a scarf. The theory, which we can't verify, is that by shipping something rather than nothing the scammers are able to dispute things when a payment processor tries to charge back money. They shipped something, even if they didn't get the toys that were ordered. Could've happened to anyone, right?