



PARK HILL JUNIOR SCHOOL

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Wednesday 6th April 2022

Online Safety - Huggy Wuggy

Dear Parents and Carers

Unfortunately we have heard a small number of children talking about Huggy Wuggy recently. Despite the cute name, Huggy Wuggy is in fact a sinister character who can be found online, for instance in YouTube videos and on TikTok.

Huggy Wuggy is a blue bear with sharp teeth who enjoys singing songs about hugging and killing. The character appears to be from the cast of Poppy Playtime which is described as a 'survival horror, logical puzzle video game.' Huggy Wuggy is the villain within the game.

We wanted to make you aware of this as soon as possible and would encourage you to check your parental filters on your devices and at home.

Please be aware that the media are reporting the character's cute name as being able to infiltrate firewalls and filters and as you can appreciate, we do not wish to see this game being recreated in the playground or any reference to this character or game in school.

Whilst Poppy Playtime does not currently have a clear age rating - various sites rate it as 12+ or Teen - we do not feel it is suitable for junior aged children and we do not want to see children repeating the actions of this character, referencing the game or drawing images related to it.

Thank you for your support in this.

Yours sincerely,

Park Hill Junior School leadership Team



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