



27th May 2022

Dear Parent/ Carer,

Have you heard of Huggy Wuggy?

Unfortunately, we have had a small number of children talking about Huggy Wuggy recently in school.

Despite the cute name, Huggy Wuggy is actually 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 in the game.

As parents ourselves, the school community felt that you should be made aware of this latest craze. If your child hasn't heard of Huggy Wuggy, our advice would be **NOT** to bring it to their attention. Instead, just check your parental locks and filters and try to keep an eye on what your child is playing whilst on their phones.

While Poppy Playtime does not currently have an age rating, it is deemed **unsuitable** for primary aged children,

Thank you for your help in keeping children safe.

Yours sincerely

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