

Friday 20th May 2022

Dear Families

Re: ONLINE SAFETY ALERT – Huggy Wuggy and the Poppy Playtime Game

We have been made aware of an online game that many students have started to talk about in the Academy.

Students are watching videos of a monster-bear Huggy Wuggy on YouTube and TikTok. YouTube has parental control options but because the names are child-friendly, the videos are not being blocked.

While there is no graphic violence or gore, there are splatters of blood throughout the game. The horror nature of the game makes it too scary for primary school students.

Huggy Wuggy sounds like a cuddly teddy bear, but is actually an evil villain in the 2021 horror PC game Poppy Playtime by MOB Games.

It looks like a blue cuddly bear. However, when he opens his mouth, he has rows of sharp teeth. It is a very deceiving character, as hugs are usually seen as something kind and loving.

There are other characters like Mummy Long-Legs from the game that are equally frightening because they change from being kind and cuddly to horrific.

Please remain vigilant, and make sure you know exactly what your child is doing online. Children can become upset and confused by what they see online.

We would advise you to talk to your child. It can be worrying to learn that your child is watching videos or replicating Huggy Wuggy on the playground. You can use it as a prompt to speak with your child and help them learn how to keep themselves safe online.

If you would like to discuss this matter, please contact me in school.

With kind regards



Kate Hussain
Vice Principal

