



Glebe Primary School

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Huggy Wuggy Toy year 3 and 4 parents

Dear parents, guardians and carers,

It has been brought to our attention this week that some of the children might be bringing in a "Huggy Wuggy" toy to play with at break times and lunch times. Although the name seems like it would be suitable for younger children, I am afraid it is very inappropriate for this age range and can actually be quite scary.

"Huggy Wuggy" sounds like a cuddly teddy bear but the character is actually an evil villain in the 2021 horror PC game "Poppy Playtime" by MOB Games. The blue stuffed bear has rows of razor sharp teeth, which children may find incredibly frightening. Please see the image attached below. In the game, the creature hunts them and can offer hugs whilst saying unpleasant things in their ears. It has been reported by parents that some of these instructions can be quite extreme such as: to drink alcohol or even kill their parents.

On our school newsletter, dated 6th May, our Computing Leads warned the school community of this social media craze that was now starting to infiltrate primary schools and to keep an eye out for the children watching YouTube videos about this creature. There have been parody songs about "Huggy Wuggy", where the subject content is violence or death. Unfortunately, due to the cuteness of the name, the videos on YouTube often get through parental controls.

We ask that you are extra vigilant, with what the children are accessing on YouTube; are speaking about at home and that if your child has a "Huggy Wuggy" Toy, that it is not brought into school. Playtimes should be when all children feel safe and happy and we would not want any distress caused.

We thank you for support in this.

Yours sincerely

Katie Rhodes

Deputy Head teacher

