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Dear Parents and Carers

We have been made aware that some children are talking about Huggy Wuggy in the playground. While it sounds like a cuddly teddy bear, it is actually an evil villain in the 2021 horror PC game Poppy Playtime. Poppy Playtime is a game of survival set in an abandoned toy factory. Players must solve puzzles while Huggy Wuggy hunts them. He has inspired multiple YouTubers to create parodies of creepy songs, that, while not intended for children, are easy for kids to find and watch online.

Whilst we don't believe the children are playing the PC game, we do know that some children having been watching videos involving Huggy Wuggy on Youtube.

Please find attached a guide about YouTube to help support you in monitoring what your child is watching.

If you would like more support with being an online parent, we recommend you download the National Online Safety app. We also have lots of guides on our website on our Digital Literacy page.

Thank you for your support.

Mrs C Jones  
ICT Lead

*Having fun, learning together.*  
*Curious, caring, creative and courageous.*