

# Wyke Regis Primary Federation

Inspiring Hearts and Minds

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Dear Parents and Carers,

Dorset Police have alerted us to a new video game available on various platforms called Poppy Playtime, accessible via platforms such as YouTube and Roblox, with a character called Huggy Wuggy. This contains disturbing content unsuitable for young children, but is unfiltered due to there being no age rating. It is being described by some users as an "introduction to horror".

*"There is a 'sinister' and 'deceiving' character which sings about killing and is being viewed by pupils online. The blue bear-like creature, named 'Huggy Wuggy', has long arms and rows of razor sharp teeth and features in YouTube videos for an online game. Set in an abandoned toy factory, Huggy is a villain in the game who stalks the player from vents or unreachable places. Videos of the game are available to watch on YouTube, with other clips dedicated to Huggy and his songs. One song, in which the character offers 'free hugs' includes the lyrics: 'I could hug you here forever, till you breathe your last breath together.' Another line from the same song is, 'My teeth sharp and ready, in my grasp yeah they're deadly.' In another song he invites people to 'lean in for a spine breaking embrace.'*

Some schools are seeing children recreating a game on the playground with hugging and whispering nasty things in the recipient's ear. It is a very deceiving character, as hugs should be seen as something kind and loving and because of its cute name, this is able to infiltrate firewalls and filters.

Safer Schools also have the following Guidance for Parents and Carers via this website:

<https://oursaferschools.co.uk/2021/12/03/poppy-playtime-online-safety-review/>

Please ensure your child is not accessing this and please contact the school if you require any support with this matter.

Yours Faithfully,

Mrs Wanda Roberts  
Head of Federation