Coastal Together

Bacton Primary	Horning Primary	Mundesley Infants/SRB	Mundesley Junior	Cantley Primary	Freethorpe Primary
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13 January 2023

Dear Parents/Carers

Huggy Wuggy - Internet Safety Alert

Last year we wrote to you with regards to the above alert. We are aware that from time to time games and actions "leak" over into the playground and influence the activities and behaviours of our children.

We have been made aware of a current craze that stems from a game character with the seemingly innocent name "Huggy Wuggy". The character sounds like a cuddly teddy bear but it is actually a villain in the 2021 horror PC game Poppy Playtime by MOB Games. The character has rows of sharp teeth when he opens his mouth but most disturbing is the game itself and the behaviour it presents. The game is set in an abandoned toy factory and players must solve puzzles while they are hunted by the character Huggy Wuggy. When he opens his mouth he has rows of sharp teeth and when players are caught they are hugged and evil and/or vulgar things are whispered in the ears of the captive. This is behaviour that we have seen albeit sporadically, throughout both schools.

Please take a moment to familiarise yourself with the character and check your children's devices. Talk to older siblings and ensure younger children are not able to access/hear/see games intended for older audiences. We are being vigilant to stop any copying of this hugging and whispering in playtime activities during school time.

If you have any concerns about this or any other game inspired behaviours, please raise them with the class teacher or school office.

Kind regards

Abigail Howett
Head of Schools MIJS