



Crich Junior School
School Lane
Crich
Matlock
Derbyshire
DE4 5DF

☎ 01773 852384

✉ info@crich-jun.derbyshire.sch.uk

21st April 2022

Dear Parents /Carers,

Police Safeguarding Alert

“Huggy Wuggy” warning.

The police have posted warnings about this very recently.

It is beneficial for us all to be aware of this character, called Huggy Wuggy, if children mention it. Don't be fooled it's not a nice cuddle bear.

There is a new Game/Character that children are being exposed to on Tiktok and YouTube at the moment. Character named 'Huggy Wuggy' from the 2021 'horror' game 'Poppy Playtime'.

The Character 'Huggy Wuggy' sounds like a cuddly bear but is actually encouraging children/young people to copy behaviours, going around hugging people randomly, but then carrying out violent behaviours and verbal abuse to others. There are some graphics on the game and within videos of this character that can also be disturbing for children and young people.

Yours,

Chris Orridge

Headteacher.

Crich Junior School - our happy, caring community school



Derbyshire Healthy Schools
Community Award