



## **What Parents Need To Know About Huggy Wuggy and the Poppy Playtime Game**

### **What Is Huggy Wuggy?**

Huggy Wuggy sounds like a cuddly teddy bear, but the monster is actually an evil villain in the 2021 horror PC game Poppy Playtime by MOB Games. When the blue stuffed bear opens his mouth, he has rows of sharp teeth. Poppy Playtime is a survival game set in an abandoned toy factory to search for clues as to the final fate of former co-workers. Players must solve puzzles while Huggy Wuggy chases and hunts them, and threatens other characters in nightmarish scenarios. He sings creepy songs with lyrics like, "I could hug you here forever, till you breathe your last breath together" and "My teeth sharp and ready, in my grasp yeah they're deadly."

### **Where Are Kids Getting Exposed to Huggy Wuggy?**

Videos of the monster-bear are on YouTube and TikTok. Parental controls are not filtering the videos because "Huggy Wuggy" is a cute name.

### **Why Are People Concerned About Huggy Wuggy?**

Common Sense Media cautions parents, "While there's no graphic violence or gore, there are splatters of blood throughout the factory. Also, the horror nature of the game will likely be too scary for younger audiences." It's a deceiving character as hugs should be seen as something loving and kind.

### **How Can You Help?**

It is important to be aware of what your child is playing and viewing on their devices.

- Educate yourself. It's hard to keep up with every new social media platform and app. But experts share it's important to know what your child is using.
- Get their opinions. Asking your child open-ended questions about what they know of a game and their thoughts on it can give you a glimpse into their thought process and help you shape the conversation.
- Communicate with your child. It can be alarming to learn that your child is watching scary videos or playing scary games. Use it as a prompt to speak with your child and help them learn.
- Let them know you're there. These images can be scary and confusing. Telling them that you understand that and letting them know you're always available to talk leaves the door open for future conversations.

### **Where Can I Find More Information?**

Common Sense Media (<https://www.commonsensemedia.org/>) is an organization that researches, rates, and reviews everything kids want to watch, read, or play so families can know if the content is safe or not: