



26<sup>th</sup> February 2019

Dear Parents and Carers

### **Important Information**

It has come to our attention that an online “game” that encourages young people to harm themselves and in some cases even take their own lives has been reported in the UK for the first time.

Momo, described as a WhatsApp “suicide challenge”, features an avatar of a woman with dark hair, pale skin and oversized eyes, who sends young people images and instructions on how to harm themselves and others.

The game started in Mexico, with players “challenged” to communicate on WhatsApp with an unknown person known as Momo. The disturbing avatar was initially believed to show a work by Japanese artist Midori Hayashi, but is actually a sculpture created by Japanese special effects company Link Factory and displayed at a Tokyo gallery.

According to Fox News, the Momo icon has begun appearing as an avatar or so called mod in the popular game Grand Theft Auto 5, while Momo content has also been added to the popular children’s game Minecraft, owned by Microsoft.

The game has also reportedly been shared in Argentina, France, Germany and India, and prompted several police forces to issue warnings to children and their parents about the challenges.

Please help your children to understand that these pop ups are not real and can’t hurt anyone. We advise you to contact Lancashire Police if you or your child come across this game.

Yours sincerely

Mrs K L Price  
Headteacher