



March 1st, 2019

Re: Beware of the “Momo Challenge”



Dear Parents/Guardians,

I encourage you to monitor your children’s social media as there is a dangerous social media phenomenon called the “Momo Challenge.” Please use this as an opportunity to remind your children not to accept any invitation to play from an unknown number and not to click on unidentified links.

The Momo Challenge can be found on WhatsApp, YouTube, YouTube Kids, Snap Chat, and Facebook. This “challenge” involves a frightening avatar making contact with a child from an unknown number or name. The child is asked to perform various actions and tasks, and provide photos as proof. Some tasks have even led to suicide.

Students as young as first-graders have allegedly acted on some directions from the challenge.

One of the first clues for parents to be concerned with is the image of a Japanese statue of a woman with bulging eyes and scary features. Children are given the series of tasks to finally meet the “Momo.”

I also encourage you to remind your children to change email and social media passwords frequently and block unknown numbers inviting them to play immediately. Please notify the school or use the Safe2Say something app (www.safe2saypa.org) of any attempted contacts to your children.

Please be ensured that here at Erie Rise, we filter student use on school devices, however; individuals may still be able to access such sites through their cell phones. Currently, there are no confirmed uses of this “Challenge” at the Erie Rise Leadership Academy Charter School, however, I feel it is important to share information to help build awareness and keep our children safe.

Educationally Yours,

Mrs. Veronica Will, BM, M.Ed
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