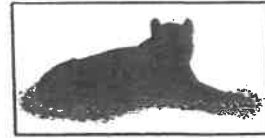


Crown Point Central School

P.O. Box 35, 2758 Main Street
Crown Point, NY 12928
518-597-4200/3285 Fax 518-597-4121



Shari L. Brannock
Superintendent
brannock@cpcsteam.org

Tara S. Celotti
Principal PK-12
tspaulding@cpcsteam.org

Victoria D. Russell
District Treasurer
vrussell@cpcsteam.org

February 28, 2019

Dear Families:

This letter is to inform you of a concern that was brought to the district's attention about a YouTube and other social media sites phenomena called the "Momo Challenge" that is happening right now. Because of the awareness the district has received, we wanted to share some information with you about the potential hazards of this. Please see the safety concerns below from smartsocial.com:

What is the Momo Challenge:

- Throughout the challenge, students are sent violent and graphic images and texts. If students want to stop the challenge "Momo" threatens to leak their personal information
- Then, the stranger asks students to share photos and videos of themselves completing certain tasks
- At first the tasks are small. For example: face a fear, wake up at weird hours throughout the night
- The tasks escalate until the final task which encourages students to kill themselves
- Images associated with "Momo" are based off of Japanese doll artists Linkfactory but the artists are in no way involved with the Momo challenge
- WhatsApp, YouTube, and Facebook are the primary networks for the challenge

Why should Parents be involved:

- If your student is participating in this challenge they are in danger
- Students who partake in the Momo Challenge are actively communicating with strangers who intend to encourage self-harm
- The Momo Challenge is not specific to one country, it is global
- Law enforcement officials are investigating the suicide of a 12 year old student in Argentina whose death they believe is associated with the Momo Challenge
- The Momo Challenge can feel real for students and may push them to harm themselves

- Students are exposed to violent and graphic images throughout the challenge
- Some students have reported that it's easy to come across "Momo" on Facebook and YouTube and that it's easy to connect with the character on WhatsApp

What can Parents do:

- Consider talking about the Momo Challenge with your children and ask them if they have heard about it
- Discuss the dangers of the challenge and remind them that "Momo" is not a fictional character but rather a real person with negative intentions
- Teach your children to never communicate with strangers on social media and to never share personal information online
- Remind your children that they can always talk to you about anything that makes them feel uncomfortable on social media
- Learn about viral social media challenges before your children so that you can help keep them safe
- Encourage your children to only use social media as a tool to improve their digital footprint and have fun with friends (in a safe way)

For more information please check out the link below:

<https://smartsocial.com/momo-challenge-safety-guide/>

Sincerely,

A handwritten signature in black ink, appearing to read 'Tara S. Celotti', written over a large, faint circular watermark.

Tara S. Celotti

Crown Point Central School District