

Monday, March 4, 2019

Dear Parents and/or Guardians:

The purpose of this correspondence is to share information about the Momo Challenge that is currently circulating on the Internet. The safety of all Pomona Unified School District students is a constant priority for our Board Members, Superintendent Richard Martinez and every single employee of this district. As such, we take every single precaution to alert parents, guardians and caregivers whenever we become aware of any possible dangers or concerns that may impact children.

The Momo Challenge is a game found on both the Facebook and WhatsApp platforms. Recently, it has also made an appearance in popular kid shows through YouTube, Peppa Pig and Fortnite videos. The Momo Challenge features a frightening avatar who asks its viewers to follow a series of harmful challenges. The avatar reportedly threatens viewers who do not follow the instructions of the avatar. Worse, the avatar orders the children not to tell anyone about the challenge.

Though the Momo Challenge is a hoax, the viral content being shared on social media, including a photo of a young girl with bird-like features, has caused a panic with many elementary-aged students around the country. Our technology team is making every effort to ensure that our students in Pomona and Diamond Bar are protected from such information. Our districtwide technology staff, as well as school-site staff on certain campuses, closely monitors your child's school-issued Chrome Book (laptop computer) to safeguard your child against inappropriate content.

We cannot overstate the importance of open, honest and frequent communication with your child. We felt that sharing this information with you was critically important as the safety and well-being of our students is a top priority. As your partner in educating your child, our best collective defense to the Momo Challenge, and any other potential harmful Internet content, is to ensure that we are rehearsing the importance of Internet safety both at home and in school. We strongly encourage you to be aware that similar games and/or challenges are continuously circulating the Internet.

We have attached a couple of additional online resources for parents/guardians:

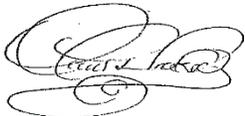
<https://internetsafety101.org/parentsguidetosocialmedia>

<https://www.internetmatters.org/hub/esafety-news/momo-challenge-what-parents-should-know-about-online-crazes/>

<https://www.websafety.com/2018/09/what-every-parent-should-know-about-the-deadly-momo-suicide-game/>

Should you have any additional questions, concerns or comments, please contact your child's principal and/or school counselor.

Respectfully,



Oliver Unaka  
Public Information Officer