



LACEY TOWNSHIP SCHOOL DISTRICT

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VANESSA P. CLARK, PH.D.
SUPERINTENDENT OF SCHOOLS

December 13, 2018

Dear Parents:

A recent social media challenge targeting children and young adults called the “Momo Challenge,” has created concern throughout the country due to its disturbing nature. The purpose of this letter is to make you aware of this challenge, provide you with information about it, and urge you to monitor your children’s use of social media and the Internet. The “Momo Challenge,” a game found on Facebook and the app WhatsApp, features a frightening avatar who asks its viewers to perform various tasks and provide photos as proof. The “Momo” threatens those who do not perform the tasks.

In collaboration with Chief DiBella and the Lacey Township Police Department, social media risks will be addressed by our School Resource Officer Detective Charlie May, our school counselors, our Child Study Team, and our administrative team. If you have questions or concerns, please do not hesitate to contact your child’s principal and/or school counselor. You can learn more about the “Momo Challenge” by visiting the links below. Please be warned that some of the images and stories may be disturbing:

["Momo Challenge" - A Dangerous Viral Game, Prompts Warnings to Parents](#)

[The "Momo Challenge": Are Your Children Playing It? What You Need to Know](#)

[What Is the "Momo Challenge?" 5 Things to Know About Game](#)

To assist you in considering age appropriateness for children’s use of technology and time spent on social media I am also providing you with some links that offer advice and assistance:

[13 Tips for Monitoring Kids' Social Media](#)

[Safe Search Kids](#)

[Media Guidelines for Kids of All Ages](#)

Thank you for taking the time to read this important information. Again, if you have questions or concerns, please contact your child’s principal and/or school counselor.

Sincerely,

Vanessa P. Clark, Ph.D.
Superintendent of Schools