



IRVINGTON PUBLIC SCHOOLS  
Office of the Superintendent

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Superintendent

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Dear Parents and Guardians,

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.

There have been no known cases of the “Momo Challenge” in the Irvington Public Schools, but children may be discussing what they’ve heard about it. Please take this opportunity to talk to your children about the potential dangers of social media and the use of digital devices such as cellphones, tablets and computers.

You can learn more about the “Momo Challenge” by visiting the news links below. Please be warned that some of the images and stories may be disturbing.

<https://www.abc15.com/news/region-c-palm-beach-county/west-palm-beach/parents-warn-about-potentially-deadly-momo-challenge-online>

<https://www.Momo-Challenge-A-Dangerous-Viral-Game-Prompts-Warnings-to-Parents>

<https://www.The-Momo-Challenge-Are-Your-Children-Playing-It-What-You-Need-To-Know>

<https://www.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.

<https://www.13-Tips-for-Monitoring-Kids'-Social-Media>

<https://www.Safe-Search-Kids>

<https://www.Media-Guidelines-for-Kids-of-All-Ages>

The safety of our students is always the number one priority of the District. The District is committed to the safety and well-being of all students.

Thank you.

Dr. Neely Hackett  
Superintendent of Schools