

June 28, 2017

Dear Parents/Caregivers:

RE: "The Blue Whale Challenge"

Other school divisions have brought to our attention the need to be aware of an online game called "Blue Whale" or "The Blue Whale Challenge". Participants in the "game" are being encouraged to complete a series of challenges, escalating in danger over the course of 50 days, with the final challenge daring participants to commit suicide. There are indications that this may have originated in Eastern Europe. There are no known reports of Canadian suicides directly linked to the "Blue Whale Challenge", and there are no indications that any GSSD student has engaged in this activity.

Indicators of participation can include the use of social media hashtags including "blue whale", "sea of whales", "I'm in the game", "wake me up at 420", "i\_am\_whale" and "F57". Participants are also tasked with carving or tattooing a picture of a blue whale on their arm.

We bring this to your attention in the event that you may want to have a conversation with your child(ren) regarding their safety.

Yours truly,



Quintin Robertson  
Director of Education/CEO