

PopJam Sunset Newsletter

Subject line: Some news about PopJam

Preview text: A bittersweet announcement: It's time to say goodbye to PopJam

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For over seven years, SuperAwesome has led the way in building and operating non-toxic, kid-focused communities through PopJam. Our aim with PopJam was to create a safe social space made specifically for kids, and we're proud to say we've been able to do that.

After a period of reflection on how SuperAwesome can most meaningfully impact the digital landscape and create safer online experiences for kids, we've decided to sunset PopJam.

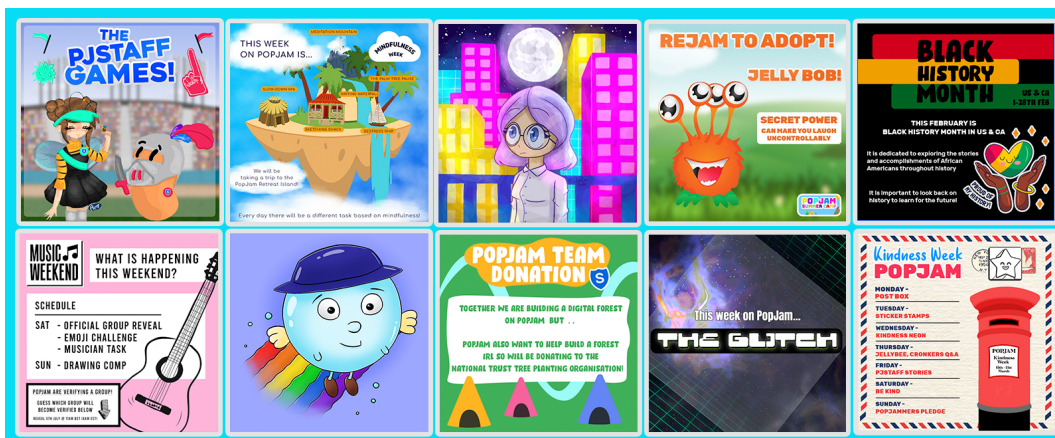
PopJam will close on March 8th, 2023 at 10am GMT.

While we're sorry to close PopJam's doors, we're more excited than ever about the innovation happening in the kidtech space. In the seven years that PopJam has been part of SuperAwesome, we've seen the landscape change dramatically. Moving forward, we'll continue our mission to build a safer internet for the next generation. Many elements of PopJam will endure, including our team, who will be working hard on other areas of the business, such as projects like Game With Me (previously known as JAM) and other SuperAwesome and Epic products.

PopJammers will be able to easily download their art creations in-app until March 7th, 2023 and through customer services until May 7th, 2023.

Thank you for your support on PopJam. We're proud that PopJam has been a safe, creative way to discover the social internet for millions of kids, thanks to our users and supporters.

For any questions, please [contact us](#).



What should you say to PopJammers?

Remember that:

- Not every question has to be answered
- Do not become engaged in arguments or endless conversations
- The posting of a stock response should suffice
- Do not suggest external platforms or adult social media platforms to children - only existing pre-approved links can feature

If you regularly respond to your fans in PopJam and are worried about what to say to them, consider the following:

Is PopJam closing down? / Is it true?

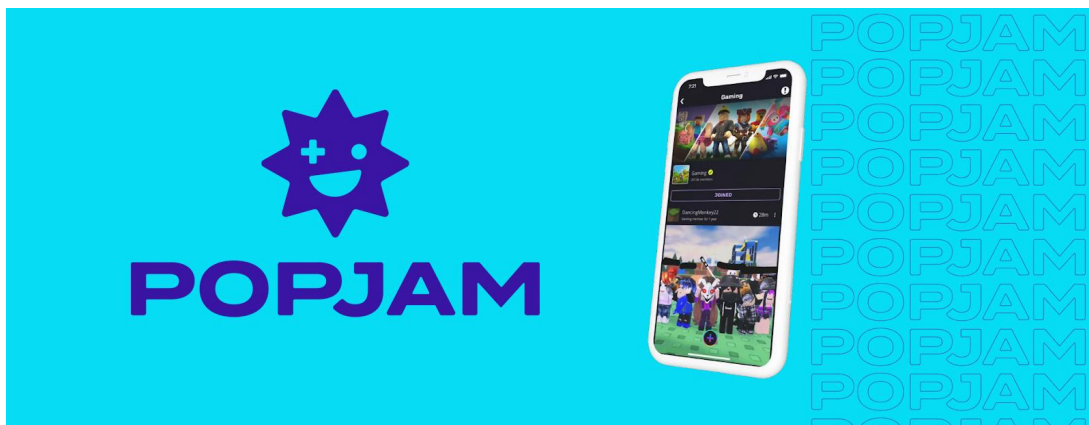
- PopJam is closing down on the 8th March. Check out the PopJam channel for more information.
- PopJam is closing down on the 8th March. Check out the PopJam channel for more information. Thanks for being a part of our channel, and sharing your ideas and creativity.
- PopJam is closing down on the 8th March. Check out the PopJam channel for more information. Stay creative, kind and safe online!

Where can I follow you?

- You can ask your parents or guardians to keep up to date with our website or messaging on social media. Remember, you should only go on social media apps safe for your age.

Questions?

Please reach out to us at sagccontent@superawesome.com or via your existing SuperAwesome contact.



We publish a small selection of newsletters providing the [latest insights](#), data and developments happening in the digital kids ecosystem. Join over 10K subscribers who find these pretty useful.