It is a game that does not physically exist. A game, hidden in a world that cannot be found, except to those who know how to find it. Imagine being trapped in a world with no escape. A world that lasts for 50 days, ending with you taking your own life.

With the Blue Whale Challenge, you're entering into a new world of Jumanji--except this game, there is no happy return. If you have ever received an invitation to join this "game," swim far, far away.

While there is no written proof depicting the rules of the game, rumour has it The Blue Whale Challenge is today's newest suicide game, conducted primarily through social media platforms such as *Facebook, Instagram,* and *Twitter*. The game lasts for a total of 50 days, presenting the "player" with daily tasks.

Similar to an act of "beaching" that blue whales do on their own accord, for reasons unknown, the meaning behind this game falls under similar logic. It is one of the ocean's great mysteries as to why some blue whales beach themselves, causing them to die.

How Does the Game Work?'

The game starts out as between the *administrator* and the *participant/victim*. Each day, the administrator will set up a different task for the participant to do. The daily tasks start off fairly easy--listening to certain genres of music to watching horror-style movies. As the days go on, the tasks grow increasingly difficult such as staying up until all hours of the night to mutilating the skin along with carving a the "whale" symbol onto their arm. The final task and end to the game is the person committing suicide.

But, why go along with this? **Well, if the participant refuses to complete their task, the administrator will release, publish, share, and/or post something extremely personal or highly-sensitive online from their accounts (or at least lead them to believe they will).**