



# PETS' MEWS



The MewsPaper for Instagramming Pets, Plushies and their People



Welcome Sweet Friends,

How's it all going?

This issue of Pets' Mews celebrates the hashtag. Why? Because it helps build our online community and show off [#plushiepower](#) to its best! With the aid of the humble hashtag, we've held each others' paws through the dark times, reached out a paw to those who needed an extra cuddle, and shared in the celebrations with our friends. We all know that [#plushiesbuildbridges](#) and the humble hashtag helps us in our mission. So, Happy Hash-tagging! xxx

## Here's what's in store for you this month

- ◆ Find out about the amazing success of the [#plushiesforeds](#) campaign with the amazing [@flower.crown.crew](#) (opposite) & the brilliantly generous [@travelingwolves](#) (inside)
- ◆ [@sheepsi\\_adventures](#) guides your paw if you are a newbie to hash tagging.
- ◆ Join in with a new Plushie Holiday with [@boashki](#)
- ◆ Keep up to date with the latest fashion trends with [@altravelbunny](#).
- ◆ And there's a round up of the photos that made us 😊

## Together We Dazzle

by

[@flower.crown.crew](#)

Greetings to all the lovely plushies and humans reading this! My name is Destiny, and I am the human behind

[@flower.crown.crew](#). I have a condition called [Ehlers-Danlos Syndrome](#). It is considered a rare genetic tissue disorder, but it's really just rarely diagnosed! Many people have never heard of EDS, leading to people living years without a diagnosis. I was born with this condition, yet it wasn't until the end of last year that I was finally diagnosed. My whole life I went from doctor to doctor complaining about a bunch of seemingly unrelated symptoms; poor vision, full body muscle pain, bone pain, hypermobile joints, stomach pains, nausea, and so much more. Each doctor had their own series of medicines and diagnoses. More than once I was told it was growing pains or even just in my head. Luckily, my rheumatologist was able to put this puzzle together. The problem with EDS is that connective tissue is everywhere in the body. This means people can have symptoms that are seemingly unrelated because they are so spread out, with the common factor being connective tissue.



After I was diagnosed, I was both relieved and terrified. As nice as it was to have an answer, being told I had a rare disorder was worrying. And it has not been easy. I've taken all kinds of medicines on the quest to find the one that works. I have to monitor my kidneys and liver as well, to make sure the medicines aren't hurting them. And the Chronic Fatigue Syndrome that accompanies EDS is crazy! Not to mention all of EDS's symptoms. Pain is obvious, but most people don't understand why I hold my jaw while I yawn or have trouble eating burgers. My jaw is my main dislocation.

I have Hypermobility type EDS, but there are many others. Not only this, but every individual case of EDS is different. That's why our mascot is the zebra - no two zebras have the same stripes, but we're all zebras nonetheless, and we dazzle (that's what a group of zebras is called)! The other reason is that medical students are taught that hoofbeats mean horses, not zebras. In other words, go for a simple, common diagnosis first. May was EDS Awareness Month, and I made a zebra clad post to tell my friends.

The amazing [@travelingwolves](#) took it one step further. As the host of the Plushie Colour Quest, they created [#plushiesforeds](#)! So many people participated, showing their stripes in support. And so many people learned more about EDS - it was mind-blowing! It's truly amazing how effectively the plushie community can bring light to an important cause. For every participant in the plushie colour quest, the Wolves donated \$1. Thanks to all of the wonderful participants, the \$50 goal was reached! It was astounding to see, and I've very grateful both for [@travelingwolves](#) and every single plushie that participated!

**Never forget - together we dazzle!**

Благодаря [@дойка\\_supercow](#) газеты Pets' Mews теперь можно читать на русском -



## Here's How We Dazzled Together



by Big Wolf @travelingwolves

#[plushiecolourquest](#) is one of our favourite weekly plushie activities. We were delighted and very honoured to be nominated to host it one week. We didn't have to think much about the theme, because we were inspired by our friend Destiny, who let us know that zebra is the mascot of people suffering from EDS. We thought, why not spread the news about this disorder?! Not many people know about EDS, so why not raise awareness with a Plushie Colour Quest!

We also felt like we can show the world that plushies all together can do something not only fun, but important. We decided that the budget we got from our humans for the awards can be donated to one of EDS foundations. Instead of big prizes for winners, we decided that for each plushie participating in #[plushiesforeds](#) challenge we will give to charity \$1. The response was really great! Many plushies wrote in their posts that it was the first time they've heard about EDS, which is an abbreviation for Ehlers-Danlos Syndrome. The disorder mostly affects skin, joints, and blood vessels, and the most common symptoms are joint hypermobility (joints that stretch further than normal), skin hyperextensibility (skin that can be stretched further than normal), and tissue fragility.

Our week as host for the quest passed very quickly and each day we saw new amazing entries! Some of them were very funny and creative! At the end of the week, we counted nearly 50 participants and decided to donate \$50 to <https://ehlers-danlos.com>, where we can proudly write our plushie hashtags in the description, so that every plushie could see it and feel like a part of the charity donation.

We are happy that thanks to the campaign we all could spread the word about EDS, educate others, learn new things ourselves, and contribute to EDS research!

## Let's Celebrate International Plushie Day: 2nd July

by @Boashki

### Fun Autumn / Winter / Spring Activities

Many of our friends already know about the "funny autumn/winter/spring activities". Thank you very much to everyone who took part in it! We hope even more plushies will participate in the summer activities, not only as participants, but as organisers as well.

Summer activities rules:

1. The number of tasks is unlimited.
2. Any summer activity can be made up by anyone who feels like it but only once in summer.
3. You can perform as many tasks from other participants as you like.
4. The tasks can be performed any day from June, 1, till August, 31.
5. The tag for summer activities is #funny\_summer\_activities For Russian participants there are two tags - #главные\_дела\_лета and the above.
6. Each task will have one more tag (with the task instructions): #tasks\_for\_summer to which the plushie who made it up will add his or her condition or instruction. Thus, it will be easier to find the task by its tag.



We hope to see you participating! It will be fun!

### International Plushie Day

There are many festivals and holidays in the world, like The Smiley Day, Cat Day, Roses Day So, why don't we have the Plushie Day? Or, the Toy-blogger Day, or the Travelling Plushie Day? More and more profiles of travelling toys and plushies appear in the world every day, and this is amazing! Last year, Evgeniy the Mouse from Tomsk @evgeniy\_travel\_mouse came up with an idea to introduce this holiday. And our close family helped pick up the date - July, 2. Why is this date? - you ask. Because the 2<sup>nd</sup> of July is the middle of the year. All plushies make this world better as they bring their kindness, joy and good mood. So, we must always take the centre stage, that is - the centre of the year. Traditions are very important for every holiday. One of them was already born last year: to take a photo near the fountains, pools, rivers, swimming pools, lakes etc. Because water is the source of life. But it's only one tradition, so we suggest you make your own too! Let this holiday spread all over the world. On the 2<sup>nd</sup> of July, 2016, many plushies already took part in celebrating this holiday. This year we would like to celebrate it even bigger and brighter! Friends, join us! Let's celebrate together!!!

Hashtags for the photos are :  
#[toybloggerday](#), #[roytravelerday](#),  
#[toytravellerday](#) #[celebrationplush](#)

The Spring Activities collage (above) features:  
@babmashadoll @doyka\_supercow @boashki,  
@puki\_pukentj, @adventurabbit @jan-pol\_basik, @gasbricki @cinnamonpika. The Toy Traveler Day collage (left) features:  
@yegor\_mcsnegoff, @candyfrankson @ti\_ti-gra\_2, @iggypiggy, @tedthetraveldog, @superhappyhippo, @pinkie\_pig, @evgeniy\_travel\_mouse, @kvania.



## The Beginner's Guide to #Hash Tagging

by @[sheepsi\\_adventures](#)

### For example

Today I feel honoured to be allowed to publish something in [@travelswithmycat](#) blog newspaper. Since I have been on Instagram I've seen plushies / toys come and go. I found nonsense spammer, toy photographers, daily-life-tellers and really cute little new accounts with awesome pictures and stories. Often I saw, that these IG Newbies were not familiar with hashtags... the words that come with the # in the beginning. So my subject today is about using hashtags on Instagram.

### Why do I need hashtags?

Simply to be seen by more people that have IG and are not your friends there.

### When do I use hashtags?

Whenever you want to have more attention for your post...use it right where you write your story – there is no need to do it in the comments...even I see that too.

### What hashtags should I use?

All the hashtags that tell us something about your picture or that go to a certain group of users you want to reach...like us plushie- and toy-activists.

So for me, as plushie/toy adventurer I use:

#### Some hashtags for the group I want to reach:

#plushie #plushies  
#plushiefriends  
#plushiesofinstagram #toys  
#toysofinstagram #plushielife  
#plushielove #stuffedtoy  
#toyfriend #igfotoys

#### Some for the subject I hit most:

#plushieadventures  
#plushievacation #toytravel  
#toystory #toyphotography  
#petstory #petsagram  
#weeklyfuff

#### Some more that describe the pic:

#sheepontour  
#sheepsi #inthewoods  
#adventuretimes #adventurer  
#ig\_outdoors #naturelovers  
#outsidefun  
#plushieclimbingclub  
#adventures #outdoors

#### Some global ones to spread it more:

#exploretheworld  
#discoverearth #iamtb  
#traveltheworld #wanderlust  
#digitalnomad #loadedlenses  
#passionpassport

You can vary it for every picture and I'm sure there are so many more different hashtags – just check out what your friends use and click on their hashtags.

We plushies have got some general hashtags too.. Some should be used on certain weekdays, some you are free to use anytime, and some are part of a challenge:

### Popular Plushie Hash-tags

**Monday** = #[plushiesportday](#)

**Tuesday** = at the super duper popular  
#[honeygrovetepartytuesday](#)  
which is coming up to its 5,000th post!

**Friday** = #[friendsfriesfriday](#)  
#[friday\\_flower\\_plushfes](#)

**Sunday** = #[plushiesundayart-section](#)

#plushiefood  
#plushiesforpeace  
#yogamittheo  
#iofactsaboutme  
#plushiehideandseekchallenge  
#plushieshoomans  
#plushiesinsocks

That should be enough for today. So now you can see that we've got hashtags to tell everyone about us and be part of a community with others. I hope this will help you all to be a happy plushie/toy on Instagram. Maybe I am back next month with some new hashtags I've found...

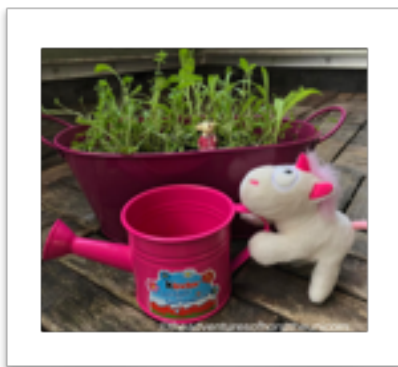
Thanks for reading. Yours,  
@[sheepsi\\_adventures](#)

#### Tipsy's Top Tip:

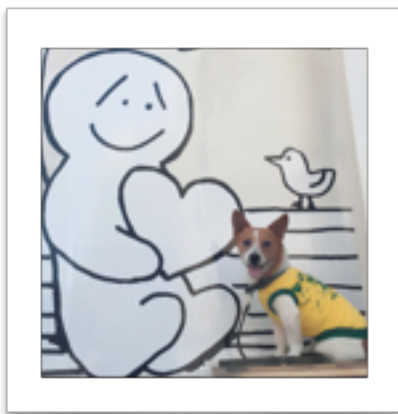
Remember that some plushies and their human pets spell things using British / Australian / South African spelling (e.g. traveller; colour) and some do using American spelling (e.g. traveler; color), so when you are hash tagging, try adding both so that everyone is included!

## Good Mews

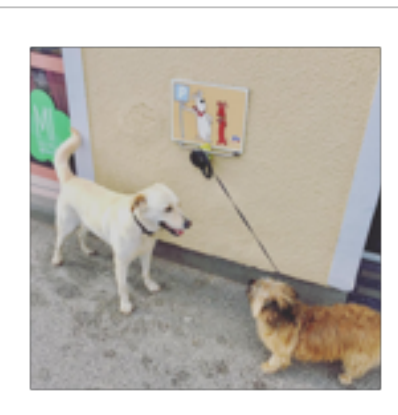
Here are some of the photos



@[theadventuresofhorsttheunicorn](#) is a gardener on duty and has been busy watering some lovely flowers from @[opa\\_emil\\_aus\\_aalen](#)



@[lucuo920](#) What a friendly pair!



@[vale\\_tin\\_tin](#) found that the doggy parking spot was the ideal spot for a nice chat.

# Eye on Style: Frock? Or Shock? #plushiesinsocks

by Dušana @[altravelbunny](#)



A poor plushie has had his #humanfail at making him 'clothes' and now many plushies' parentals are following suit, as a cruel form of torture. It's best to make sure your #hoomans don't find out about this hashtag or you might find yourself being subjected to cruelty.



## @maxi\_the\_rabbit

(pictured left)

Top: The beginning of #plushiesinsocks and is heading towards a plushie-monk fashion

Bottom: definitely a shock! & oh so cruel.



## @grabbo\_the\_bunneh

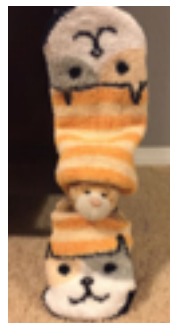
(pictured left)

This #human failed at this task, as a very cute outfit was designed, in saying that Maxi is always of high fashion & goes by the alias of 'Lovely-ears' in the modelling world.

## @A\_cat\_named\_jackson

(pictured right)

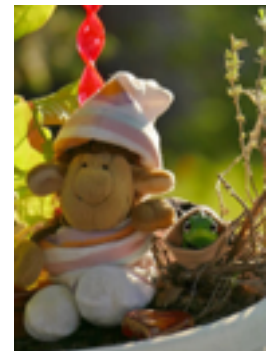
Jackson suffered another shock, however looks so adorable in this oversized outfit.



## @Sheepsi\_adventures

(pictured right)

Adorable! The only word to describe this outfit, which is functional with separated feet & the ability to move. Has to be one of the cutest friends photo submitted, so far.



## @Originalcow

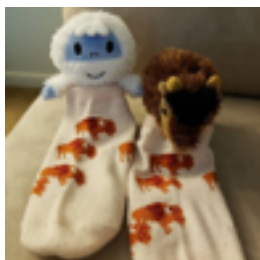
(pictured below) Another self inflicted torture by an entire herd, who have created their next psychedelic band outfit .



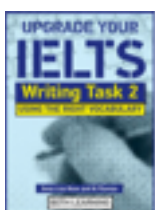
## @bensonhedgesbuffalo

(pictured left)

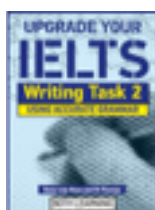
Surprisingly this was a self-tortured plushie who enjoyed the experience & turned it into a sleeping bag rather than frock.



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And now, you can buy the book on [Kindle](#) too.

Look out for the Cuddly Friends' Guides Coming Soon