

# PETS' MEWS

The MewsPaper for Instagramming Pets, Plushies and their People

## Mid-Autumn Festival

The Mid-Autumn festival is one, I have to confess, that we'd never heard of before we saw our insta-buddies celebrating it (that's why we like insta so much, you can really get to know a bit

about other cultures from following our friends' posts all across the world #plushiesbuidbridges, hurrah). I did some research and found that it is a harvest moon festival, celebrated throughout south east Asia. Here is our top reporter @pusheen\_travels to tell us more.

by @pusheen\_travels

Mooncakes have gone through much modernisation from the traditional baked skin to snow skin, with new flavours such as avocado and strawberry creme

In Singapore, lotus seed paste still remains the go-to flavour for baked-skin mooncakes. Durian, chocolate ganache, and champagne truffle are favourites for snow-skin mooncakes.

Although durian is not something everyone enjoys (like Shirokuma), we absolutely love it! (had to hold our mini #mooncakeparty with @ochitsuku\_corner in the human's office pantry to hide from her boss) ENJOY!

cheese. In the photo above, you can see that we have gathered some of the family (left) to enjoy some traditional baked skin mooncake (lotus seed paste with yolk) and Pu'er tea! Join us and Enjoy!

They are traditionally consumed with Chinese eta, and families gather to guess riddles. Children look forward to strolling the neighbourhood under the full moon with their candle lit lanterns (or



battery operated LED for toddlers) and playing with sparklers.

Wishing everyone HAPPY MID-AUTUMN FESTIVAL! 中秋节快乐!



Happy October to you all,

How's it all going? We've been busy meeting a lot of our pals on wonderful instameets (see some of our most recent photos right and below), and I know a lot of you have too. Isn't it fun? Here are some of my top Tippy's tips to keep you all safe if you are planning one, know what to expect, and how to make the most of it:

- make sure you 'know' the plushie and human behind the account before you meet up. Chat before paw / hand and get to know them (otherwise you're just meeting a complete stranger).
- always meet in a public place and if possible, tell someone (a friend, family member) about where you're going and how long you expect to be.
- you can exchange numbers if you like, but remember, sometimes when you are abroad, you may not have access to phones / internet, so be clear about where and when you are meeting.
- tell them how to identify you (I'll be wearing a big, pink fluffy hat, and my pet will be wearing a leather jacket and standing outside this shop \*insert name here\*). Otherwise, you'll be going up to randoms and asking if they are Mr Dragony McDragon
- expect to meet up for around an hour or so to drink coffee, have some cake, see some sights, take some photos, and have a good chat.
- some plushies like to swap little gifts, like key chains or biscuits from their home town - but it's totally optional and you don't have to do this.
- most importantly, have fun, and enjoy. Remember #plushiesbuildbridges, and instameets are a great way of exchanging ideas, cultures, and enjoying our wonderful plushie community.

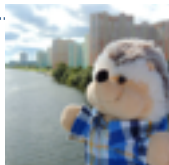


Lots of love, Tippy xxx

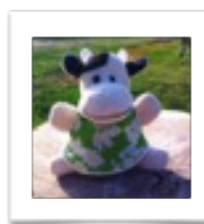


### Also inside:

- ◆ Read more about instameets with seasoned instameeter, @artie.way (right).
- ◆ A round up of the fabulous MK.
- ◆ Some of your lovely autumnal photos.



Благодаря @doyka\_supercow газету Pets' Mews теперь можно читать на русском -

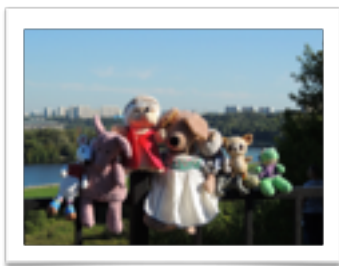


# A Lifhack from a Plush Traveller:

by @artie.way

When going on a trip to a new town, write to a local toy-blogger. There is nothing better and more fun than a plush guide! Here are 7 great reasons why your trip will be cooler, if you meet with local toy-bloggers!

Being an Instagram blogger for 2 years, I was lucky to visit, and to some degree organise, more than 22 live meetings of plushies (15 taking place in Moscow). I have more than 2000 photos from these meetings, hundreds of kind words and kilometres of paths beaten. All this pushed me to write 6 reasons why your instafriend can make your travelling much better and way more fun!

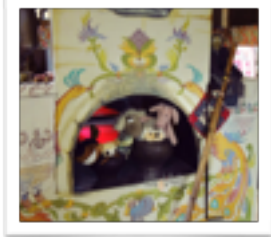


## 7. If your toy-blogger friend is famous amongst your kind, it's more likely that you can trust him

If you regularly communicate with a toy-blogger personality, and he is active on his Instagram, it means, firstly, that this person is alive and, secondly, that he is probably quite reliable, so you have a good chance that he won't let you down.

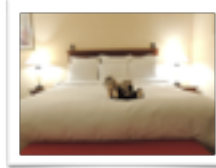
## 6. It's much more fun visiting unknown places in such company

Of course, you don't have to meet with a toy blogger if you don't want to. But, if your curiosity prevails, then you better believe that this meeting will be just like a meeting between old friends - you all have a lot of stories and memories, from both real life and Instagram. You can chat, joke or just keep silence together, but still be on the same page.



## 5. Plushies can help you with accommodation

Local plushies can tell you which hotels and hostels are more comfortable and cheaper than others. It's really a perfect friend.



## 4. Other tourists don't disturb you when you take photos with your toy.

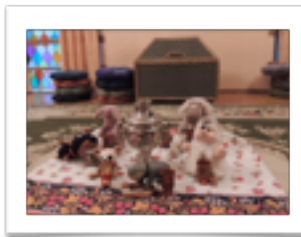
When we organised the first Moscow toy-bloggers' instameet in 2015, there were 5 plushies and 7 people. Then we chose the most touristic place in the city - the Moscow Kremlin. Now imagine the looks of Chinese tourists, who for the first time in their lives saw a plushies' photo session with 7 photographers! For them it looked kind of funny - like we were stars. Why "like" though? We were. In any case, the more plushies there are, the less you pay attention to tourists and passers-by. You just enjoy yourselves :)



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## 3. A local plushie knows where you can find delicious food and what the guides won't tell you

When I meet with my instafriends and we go for a walk, we always know where we'll eat. Despite the fact that I don't take pictures of food, I respect it very much. And who, if not a local friend, will be able to tell you the place where you can taste something finger-licking good that you'll definitely dream of after your trip? ☺ (I hope, not in nightmares).



## 2. Local friends can get free tickets for super events

Sometimes you can visit incredible museums, theatres, parks and various events without paying. Everything you



need to do is to accompany your friend who has a free invitation

## 1. A local plushie can help you to work out a sightseeing route and tell you unknown details about the beautiful places

What is the best time for a visit? From what angles can you take the best

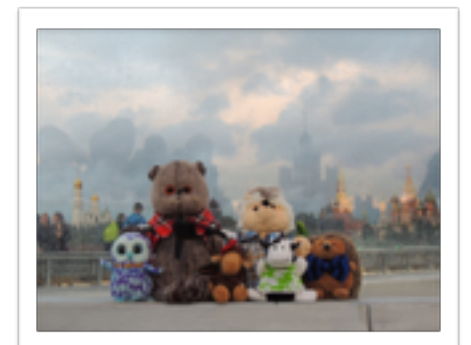


shots? How to get a ticket without standing in queues?

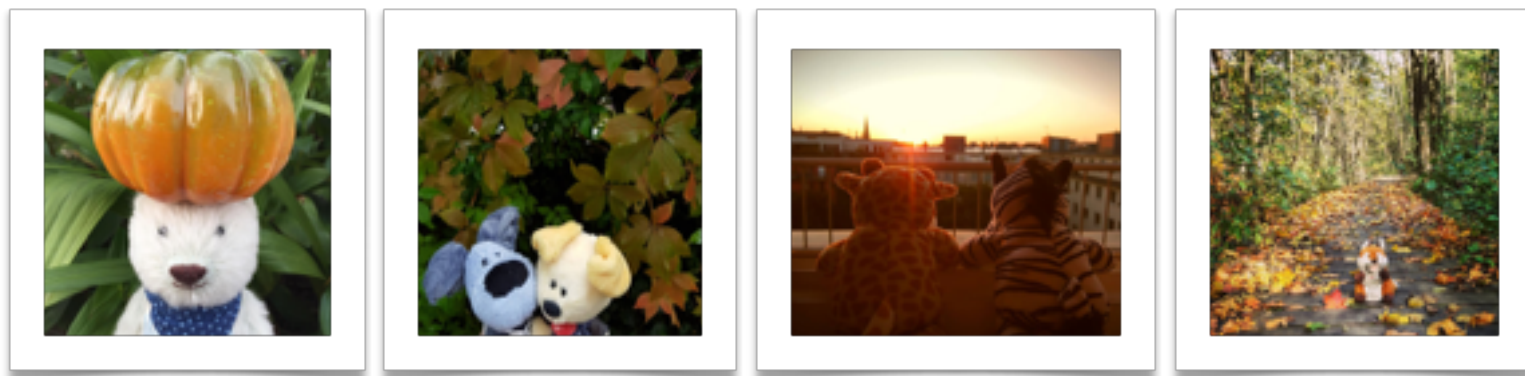
The locals know all the answers to these questions, but they are not always ready to share it with tourists. But if your local friend is a toy-blogger he will tell you where to go and what to see without any problems.

**Travel more!  
Make friends!  
And come to Moscow!**

**Yours,  
Artie Way,**

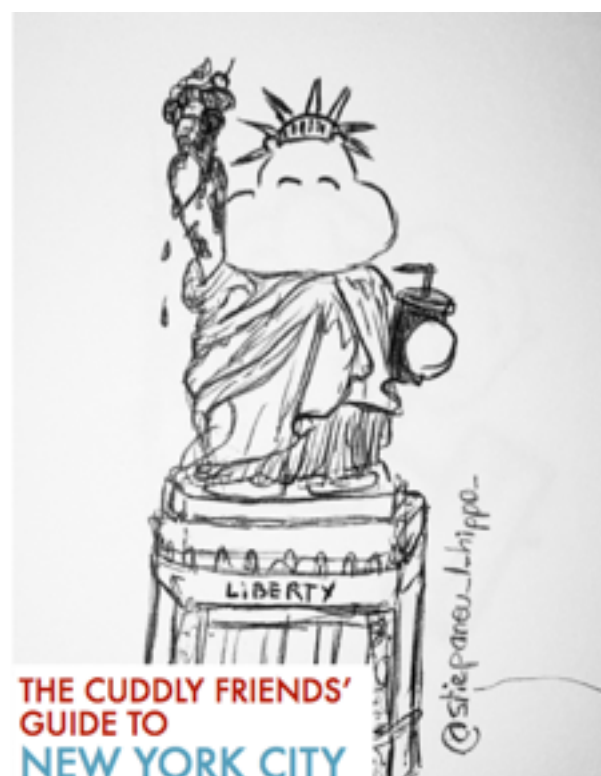


## Here's a round up of some of the exciting things that have been happening.



From left to right: [@fukukukuu.315](#) has found a nice autumnal hat. [@milkyandcrimbo](#) were early birds and found this amazing sunrise. [@blnfrds\\_wusel.pip](#) found some great autumnal colours to share with us. And [@tonna\\_the\\_barrel](#) found a perfect path to pose on. Happy autumn everyone.

OK, so I know a lot of you have been asking us about the Cuddly Friends' Guides and what they are. Well, we're pleased to say that the first one is ready. Yay! They are going to be a series of Plushie guides on different things - from travel to cooking - and will be full of top tips, and of course, cute photos. The first one is a travel-mascot's eye view of New York City and has been written by some of your favourite Cuddly Friends: [@gnme\\_rudy\\_jennie](#), [@adventurabbit](#), [@nyc\\_the\\_boyz](#), [@jellycat\\_fellows](#), and [me](#), and has a cover illustration by [@stiepanou\\_1\\_hippo](#). You can download it in English from the [iBookstore](#) and [Amazon](#), and thanks to the amazing [@doyka\\_supercow](#) in Russian from the [iBookstore](#) (we're working on getting it compatible for eReaders). It costs £3.00, and 10% of profits will go to charity. We really hope you like it. Thanks very much.



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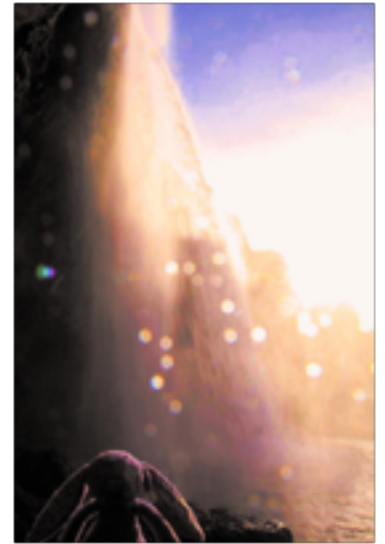


## Here are the highlights of the fabulous #plushiesmk2017 challenge.

@ALTravelBunny

Thank you to everybun who participated in this competition – everybun is a winner with the incredible plushmanship and encouragement shown by Little Chefs throughout this competition. It was amazing learning all the different cultures through world recipes and such a spectacular experience meeting so many new friends. My favourite part of the competition was the support shown each week to all Little Chefs and the ‘surprise’ artwork so many Little Chefs took time out to complete, to show support for a non-Little Chef.

Click [here](#) to read a Q&A with the participants - it's so lovely to read everybun's quotes. And why not check out the mental health awareness project that Dušana has been participating in (see photo on the right hand paw). #MHAWNZ



Above and left, we have:

- ◆ Lots of fab prep and presentation.
- ◆ Detailed planning.
- ◆ Some wonderful costumes.
- ◆ Some of the chefs of the week.

To the right, we have:

- ◆ The finals photo.
- ◆ The Beer elimination party.

