

Subject: Pride Was a Protest 🌈**From:** "Plushie Dreadfuls" <donotreply@send.plushiedreadfuls.com>**Date:** 6/6/25, 5:00 PM
[REDACTED]

WE SHIP WORLDWIDE

**PlushieDreadfuls**

To All of Our Beautiful, Queer Family and Friends:

As Elder Queers speaking to you from the vantage of experience and history, we are always deeply moved by the recognition, support, and acknowledgement that happens throughout the United States during the month of June. Remember, though, that it has only been since the year 2000 that U.S. President Bill Clinton declared June as Pride Month, and more recently 2009 when U.S. President Barack Obama explicitly expanded "Pride" to include all the variations of sexual orientation contained in the acronym LGBT. The Netherlands was the first country to grant same-sex marriages the same rights and privileges as hetero marriages in 2001, and Canada followed suit in 2005. While some U.S. states started as early as 2008, the federal government in the United States didn't acknowledge same-sex marriage as legal until 2015. (Happy Tenth and Twentieth Anniversary, Gay Marriage in North America!) (Mexico granted it in 2022, Happy Third Anniversary to them!)

Never forget that it has been a long and difficult road, bathed in violence, blood, and unwavering bravery.

Homosexuality - and, really, any non-hetero-normative coupling - was illegal throughout most of the colonized world for the past few hundred years. The tides just started to turn in the 1960s and 1970s, but the status of non-hetero-normative coupling has only dribbled out to a more protected status in the last twenty years, and there are still plenty of cases of inequality and discrimination and prosecution to be found even in allegedly civilized nations.

There is a principle in *cliodynamics* (the study of the causes of the patterns of history) that says that history repeats itself when the people who experienced true tragedy and horror have died off and failed to imprint on the younger generations just how terrible Things Were Before. There are dozens of examples of this happening right now that we're not going to get into at the moment, but we do want to bring you back to a little piece of specific history we need to remember, always:



Stonewall Was A Riot - And We Don't Mean It Was Hilarious.

It was the night of June 28, 1969. The New York City Police Department was conducting a raid on the patrons of the Stonewall Inn in Greenwich Village, a neighborhood in Manhattan, which of itself was not unusual. It was only in 1966 that it became legal to serve alcohol to queers in New York, but there were still heavily-enforced anti-drag laws that forbade anyone from wearing more than three articles of clothing that didn't "match their gender", and homosexuality at all was still illegal everywhere in the United States except (weirdly) Illinois. That meant that a lot of the establishments that served the queer community had to operate without liquor licenses (basically, like *speakeasies* from the Prohibition days), giving the police an easy excuse to wreak all kinds of havoc. The NYPD regularly dragged patrons and employees out of bars and restaurants where queer people tended to gather, beating, harassing, and arresting a few to "send a message", but this night, instead of dispersing like normal after a few token arrests, someone said, "No."

More accurately, it was a lot of "someones".

And they said “no” with bricks, sticks, rocks, and hands. (The average citizen in 1969 did not carry firearms, only the police did.)

There are several versions about how the riot actually started - one said that drag queen Marsha P. Johnson threw the first brick, and another that the gender-nonconforming lesbian Stormé DeLarverie rallied their peers after repeatedly slipping out of police cars - but the events that unfolded afterwards were undeniable: for the next six days, protesters from all around converged on Greenwich Village and beyond, demanding justice, speaking out against violent harassment, and actively fighting against the NYPD who continued badgering, arresting, and brutalizing queer folk.

This was not the first violent conflict between the police and the queer community, and it wouldn't be the last, but it was one that garnered the most attention, bringing to light the significant gap in basic human rights yet to be afforded to queer individuals.



The following year in 1970 from June 22 to June 28, the very first Gay Pride Week was declared in Greenwich Village. The Christopher Street Liberation Day was held on June 28th as a march for the demand of equal rights for the LGBT community, organized by gay rights activists including Brenda Howard. Thousands of people attended and the entire parade stretched over 15

blocks. Today, the New York Pride Parade is still one of the largest shows of LGBTQIA+ support with on average over 2 million people attending every year, and there are similar events held in almost every major city in every state in the U.S.

How does a march turn into a parade? Just like theatre kids everywhere, give queers half an excuse to glam and glitter and dress up, and you are going to have yourself a hell of a party, no matter what.

Okay, but *why*? Why turn the anniversary of a bloody and violent riot (*uprising*) into a yearly bacchanal?

Believe it or not, ***for the same reason we make plushies.***



Our lovely metaphorical children, there is a *brilliant magic* to holding onto your joy under the weight of overwhelming oppression. The greatest act of bravery in the face of adversity is to *smile*. It takes enormous strength to love who you love and to be who you truly are when the social mores of the time tell you not to. This has been true for every type of identity and relationship that flies in the face of convention for gender, orientation, cultural background, race, and so forth throughout history - though, historically, only the past few centuries have gotten this twisted up about it.

Loving who you love and being who you are authentically is the greatest act of courage in a world that tries to dictate who and what you should be.

External representation is validating. Having a tangible comfort object that illustrates your queerness or your gender or even the questions about either of those things is a powerful statement that you are willing to explore yourself and define your authenticity against all odds.



As per usual, in the month of June, we are donating \$2 *per sale* of our Pride Collection plushies to charity. However, to shake things up a bit, we're asking you as a community to select the organization we're supporting this year: email us at support@mysterious.design with the name of the LGBTQIA+ charity you love the most! We'll tally up the votes and announce the lucky organization at the end of the month.

Plus, just to make it even more fun, the entire Pride Collection is on sale for 15% off for all of June.

However, your overwhelming support throughout this year has presented us with the fantastic problem of having a bit of a delay for restocks on a lot of our usual Pride plushies. Make sure to hit that "Notify Me When Available" button on the plushies you're waiting for, and you'll still find that sweet discount when it comes in.



GET YOUR LGBTQIA+ REPRESENTATION



Just in time for Pride Month, we welcome the arrival of the [Gender Dysphoria Keychain](#). An impossibly soft, portable little protest in plush form, this tiny floof with its mismatched ears and spiral-stunned stare is not confused. It's

just had a long day explaining itself to people who still think the gender binary is law.

Clipped to your bag, belt, or bike, it serves as a gentle (or not-so-gentle) reminder that visibility is resistance, and softness can be defiance. This one travels light, but it carries generations of struggle, survival, and self-definition. It is in the shop now, and ready to go wherever you do.



**Plushie Dreadfuls -
Gender Dysphoria
Rabbit - Plush Stuffed
Animal**

[Shop now](#)



**Plushie Dreadfuls -Non
Binary Rabbit - Plush
Stuffed Animal**

[Shop now](#)

**Plushie Dreadfuls -
Pansexual Rabbit -
Plush Stuffed Animal**

[Shop now](#)



ACCESSORIES

NEW RELEASES

PLUSHIES ON SALE • LIMITED STOCK ONLY!



PlushieDreadfuls



Tiktok



Facebook



Instagram



Twitter

No longer want to receive these emails? [Unsubscribe.](#)

Do not reply to this email. Need to contact support?

Email support@mysterious.design

© Plushie Dreadfuls, Mysterious Inc.