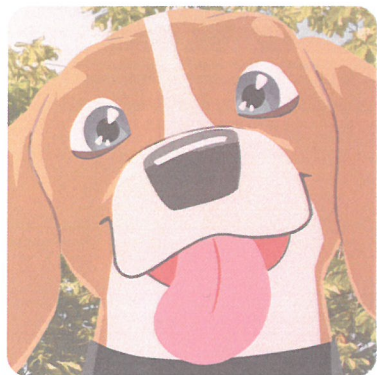
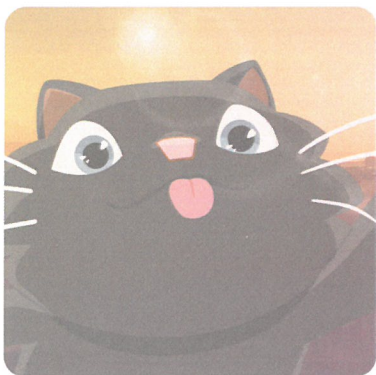




TOBY'S
ADVENTURES
in
PETLANDIA

Written by
Steve Cleverley

Illustrated by
Katja Hammond



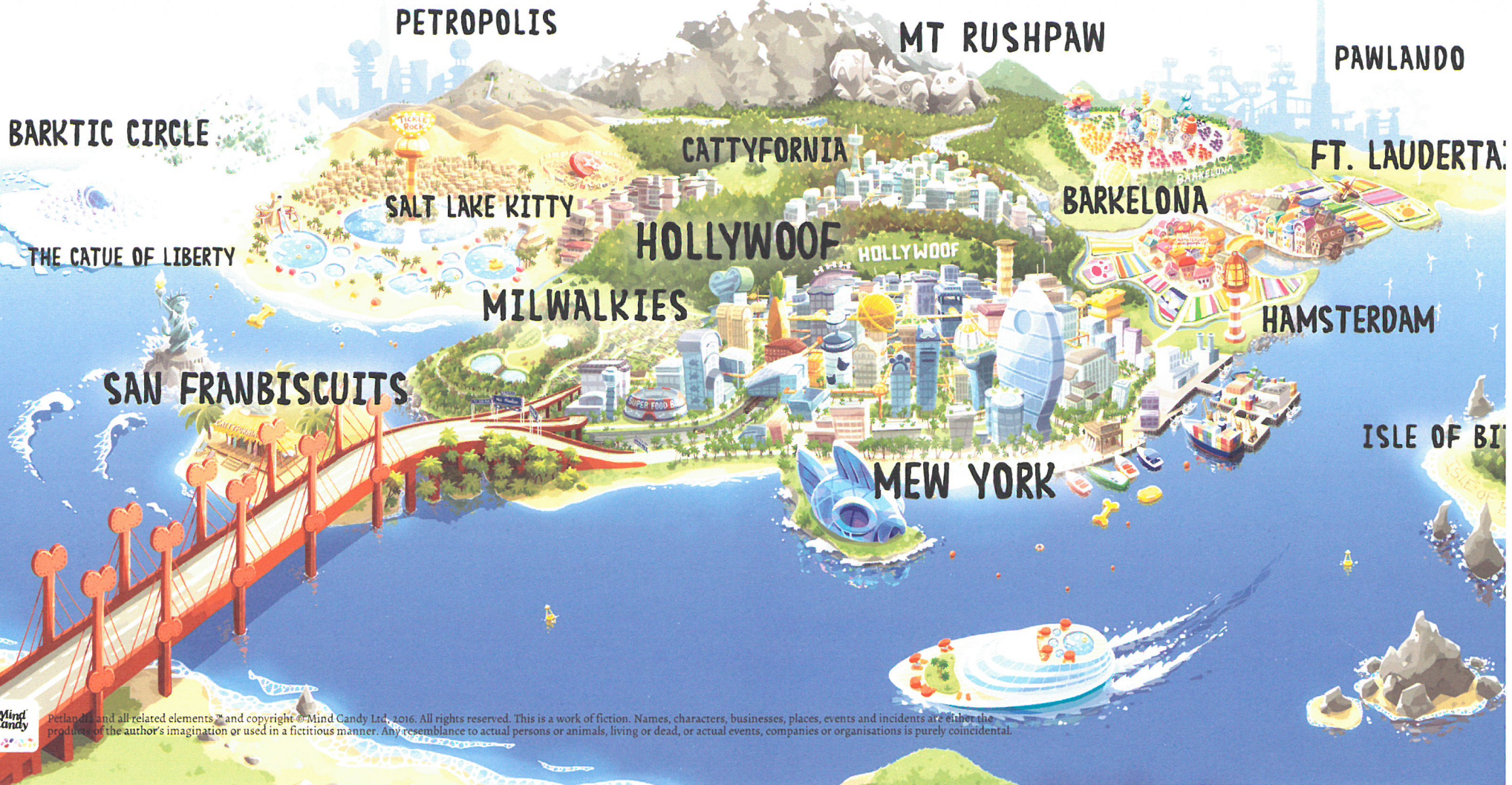


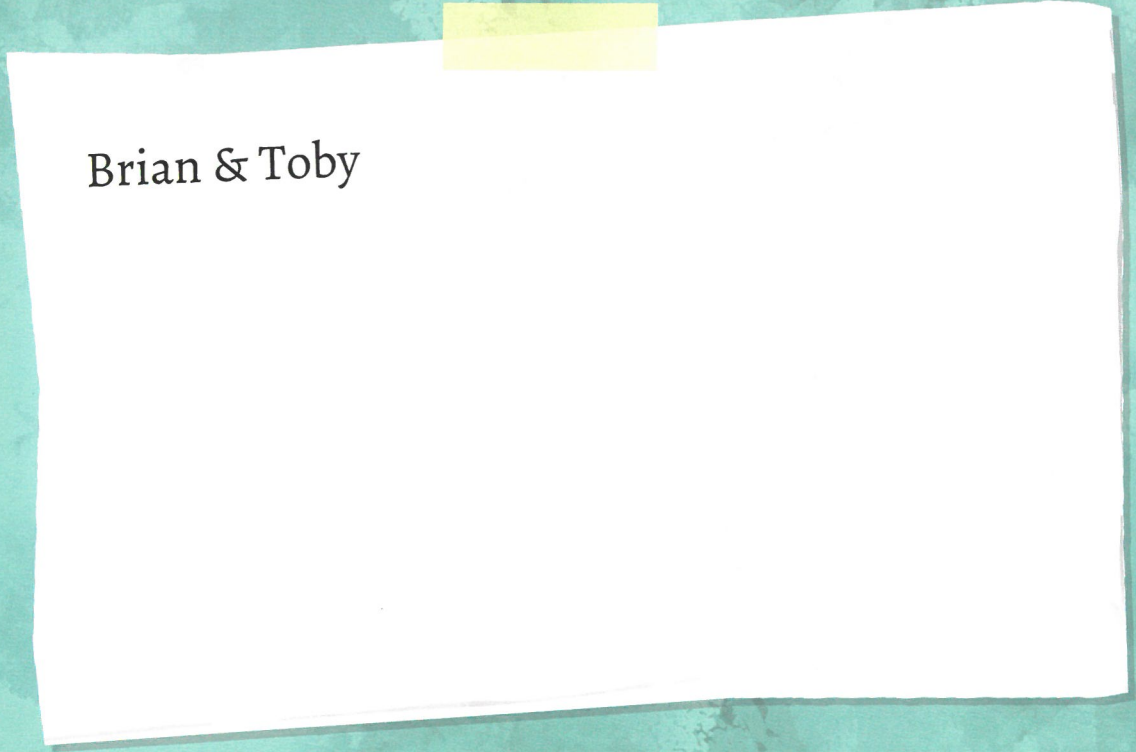
WELCOME to PETLANDIA

A **CRAZY** world where any pet can
become a star, including YOURS!

From Mew York to Hollywoof,
Hamsterdam to Barkelona,
this pawsome place is the dream destination
for starstruck pets everywhere!

PETLANDIA





Brian & Toby

Toby lived in Wichita and dreamt of being a star,
with his very own TV show and chauffeur driven car.

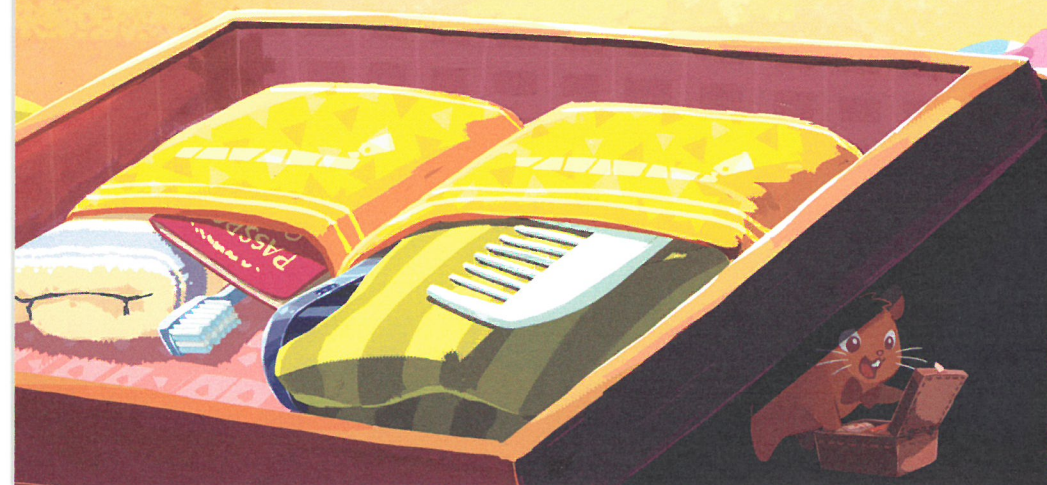


But being cute and furry made stardom rather tough,
especially as the only words he knew were

'WOOF!'
and
'RUFF!'



Feeling brave he folded up his PJs and a flannel, along with some ideas for his Toby YouChew channel.



Sneaking into Brian's room he scrawled a doggy note,
then kissed him gently on the cheek and went to get his coat.





Scampering through the moonlit streets with thoughts of being wealthy,
Toby stopped beside a sign and thought **'I'LL TAKE A SELFIE!'**

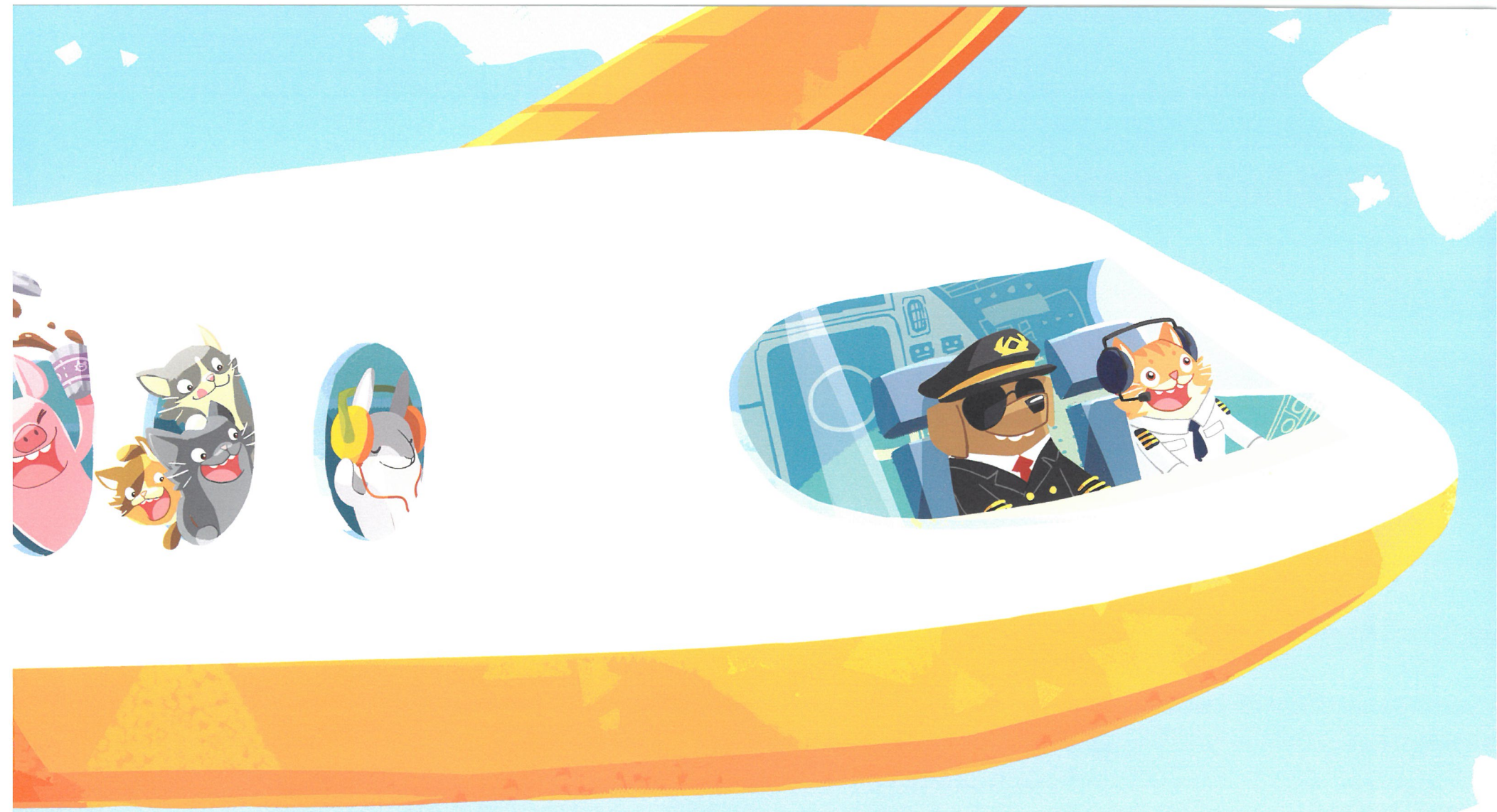


Pulling out his iBone
he posed and took a snap,

then headed to the airport
while squinting at his map.

Toby was excited 'cos he'd never flown before,
(unless you count that time he **SLAMMED** a laptop on his paw).





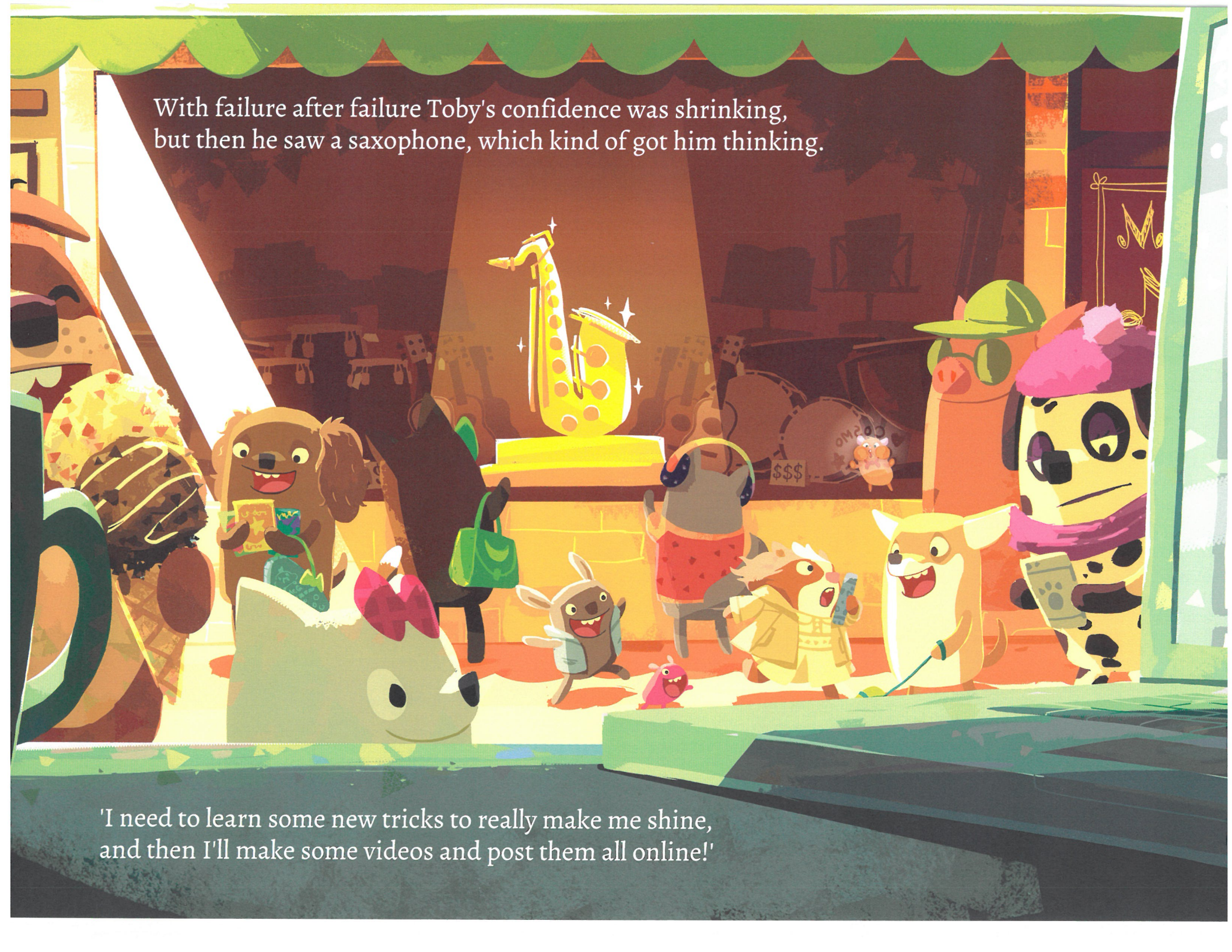
And as the plane took off he thought of A-list hounds and mutts,
while trying to squish his nose into a teeny bag of nuts.

When Toby got to Hollywoof he set up several meets,
but most of them went wrong because he tinkled on the seats.

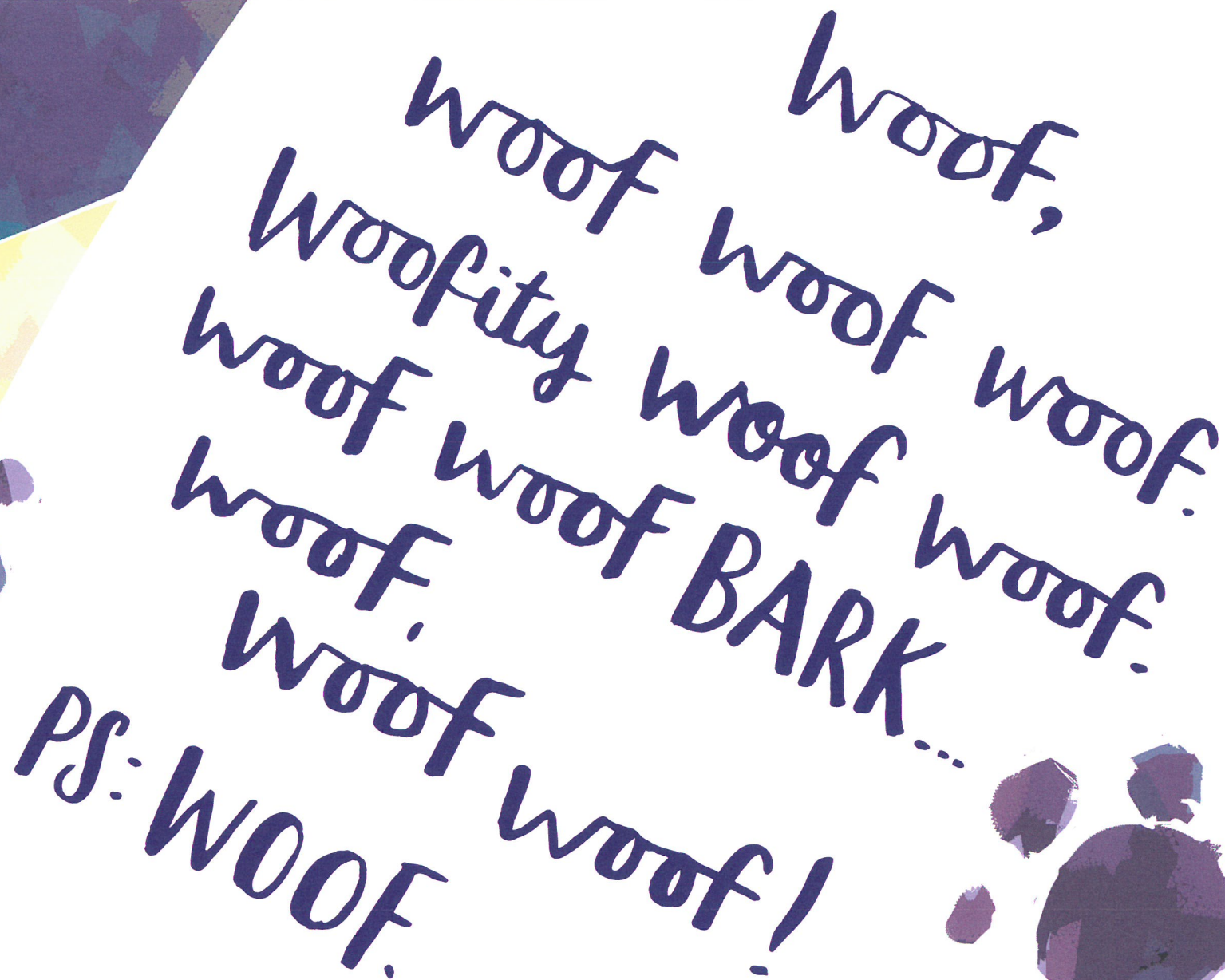
And even though he tried his best the top dogs weren't impressed,
'We've seen your act before kid and look at how you're dressed!'



With failure after failure Toby's confidence was shrinking, but then he saw a saxophone, which kind of got him thinking.



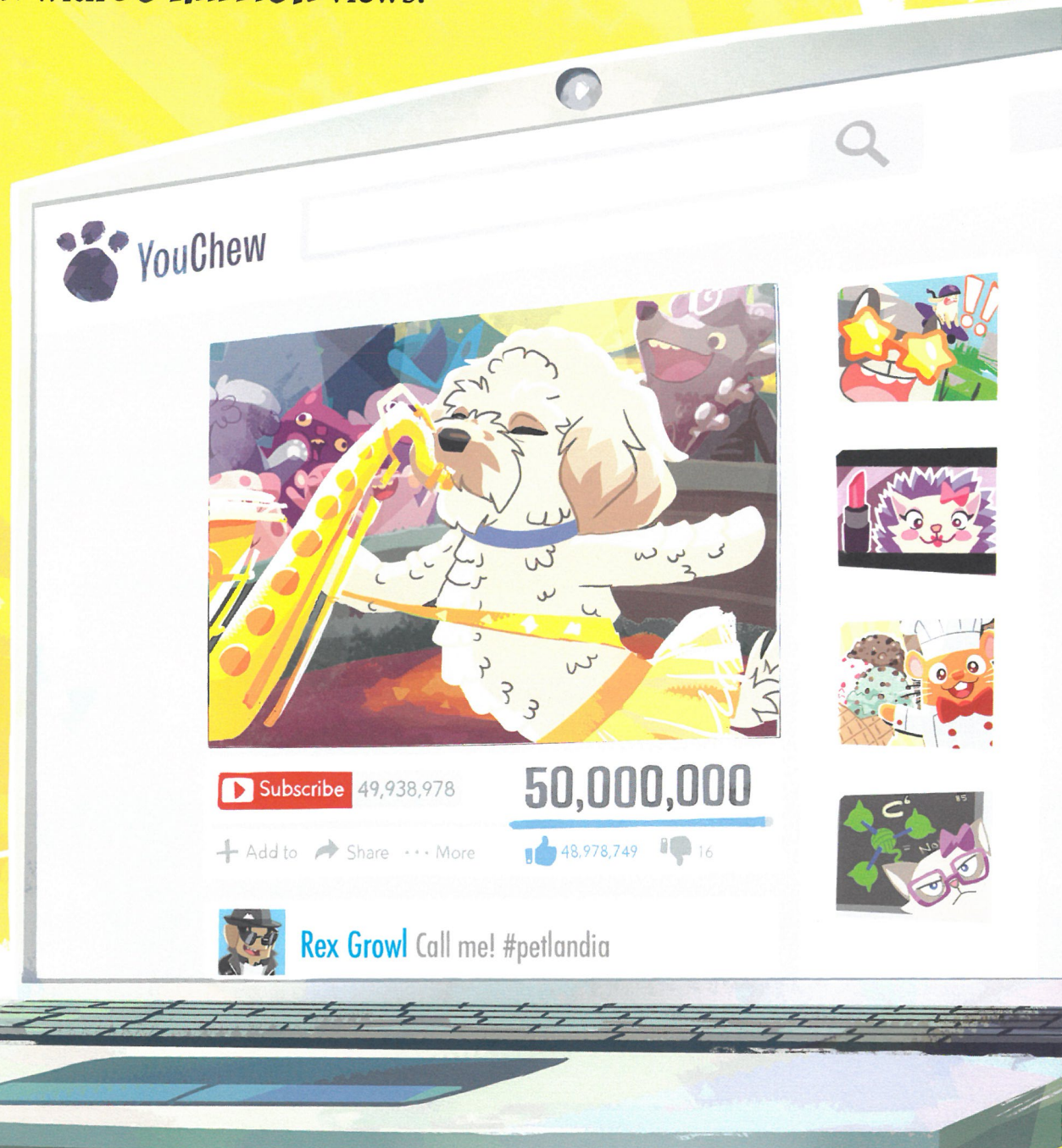
'I need to learn some new tricks to really make me shine, and then I'll make some videos and post them all online!'

A piece of white paper is shown at an angle, with a dark purple and blue textured background in the top-left corner and a yellow and green textured background in the bottom-right corner. The paper features several lines of handwritten text in a dark blue, cursive font. The text includes various dog sounds and a postscript. There are also several dark purple paw prints scattered on the paper, including a large one at the bottom right and a few smaller ones on the left side.

woof woof woof,
woofity woof woof.
woof woof woof woof.
woof woof BARK...
woof woof!
PS: WOOF.

Meanwhile back in Wichita, Brian found a note,
'My dog thinks he'll be famous? Oh, what a silly goat!'

But suddenly he looked up and saw Toby on the news, he'd become an online **SUPERSTAR** with **50 MILLION** views!



'It seems dogs CAN learn new tricks!' Brian thought out loud, and even though he missed his friend he was also very proud.



PETFLIX




There was Toby on a chat show, tootling away,
while teetering on a unicycle doing dog ballet.

Soon the world was going wild for Toby's jolly tunes,
you could even buy a storybook and see him in cartoons.





He bought a doggy mansion and a limo and a yacht,
he even met the president and partied quite a lot.

A white dog wearing sunglasses and a gold medal sits on a throne, surrounded by a crowd of other dogs holding signs and books. The scene is set in a bright, golden-hued environment with a path leading to the throne. The crowd in the foreground is silhouetted against the bright background, holding up various signs and books. The overall atmosphere is one of a grand event or ceremony.

Other doggies lined up
to shake Toby by the paw,
and scripts for pet-based movies
came tumbling through the door.

He'd sit and count his money
while lounging on his throne...

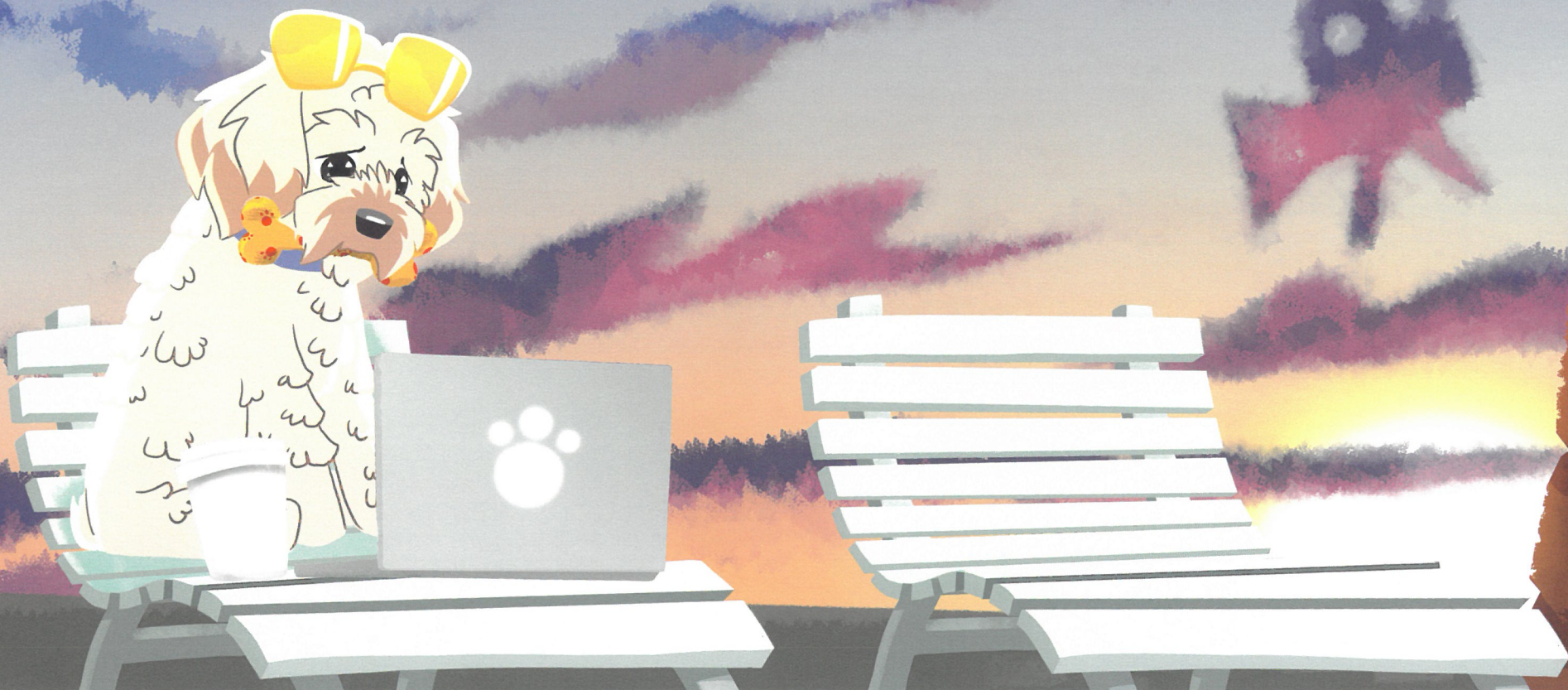


...but when he wasn't working he'd often be alone.

Because he felt so lonely Toby bought more stuff,
but even though he had it all it was never quite enough.

Then suddenly it hit him as he chewed his oldest bone,
what Toby wanted most was to be snuggled back at **HOME**.

Yes he'd miss his fancy life, the palm trees and his chauffeur,
but none of that compared to cuddling Brian on the sofa.

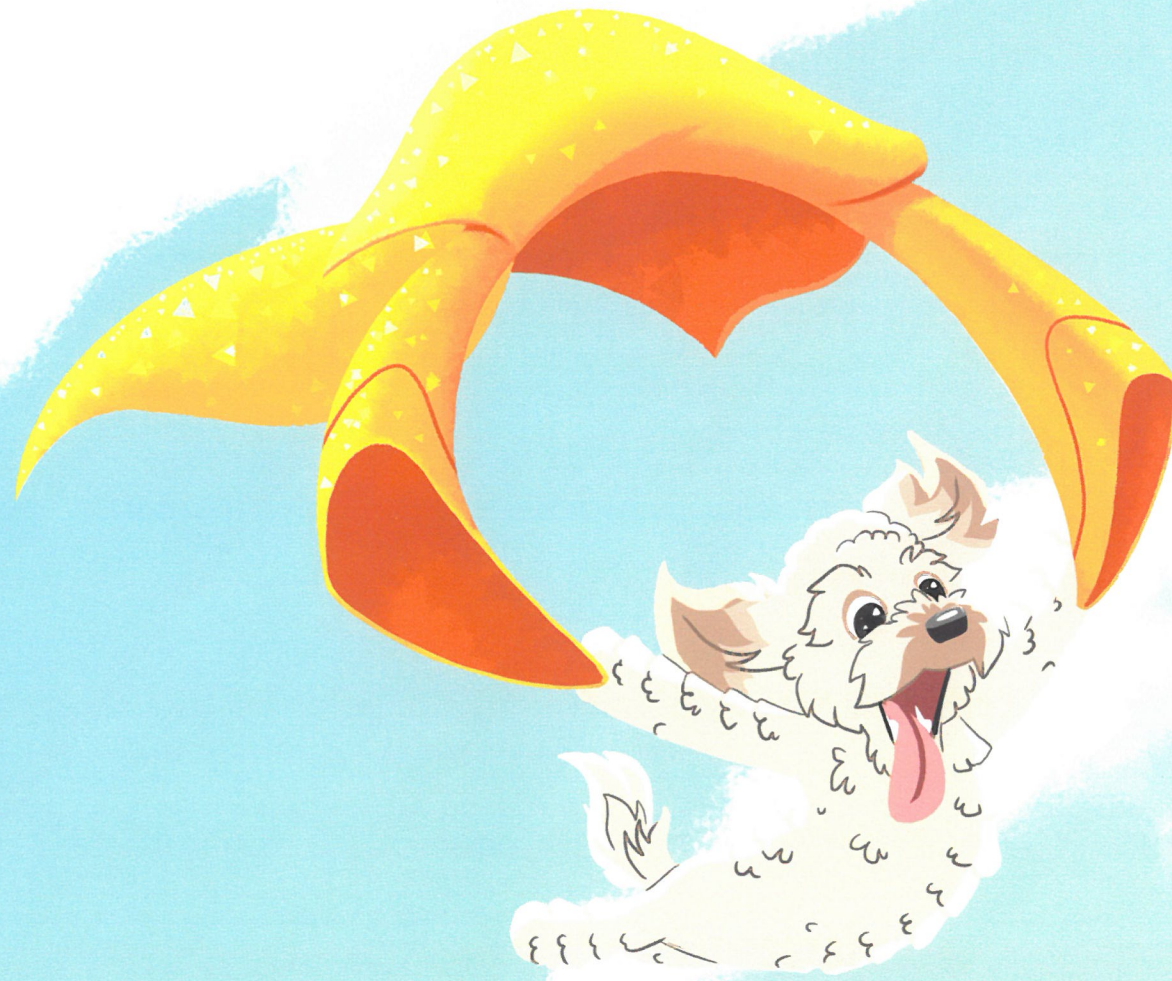


He called off all his concerts and he gave away his things,
but all flights home were fully booked so he clung onto the wings.





Hanging on for dear life as the plane took to the skies,
made Toby think of Brian, and tears welled in his eyes.



Fumbling in his suitcase he found a sparkly gown,
then used it as he **LEAPT OFF** to sort of slow him down.

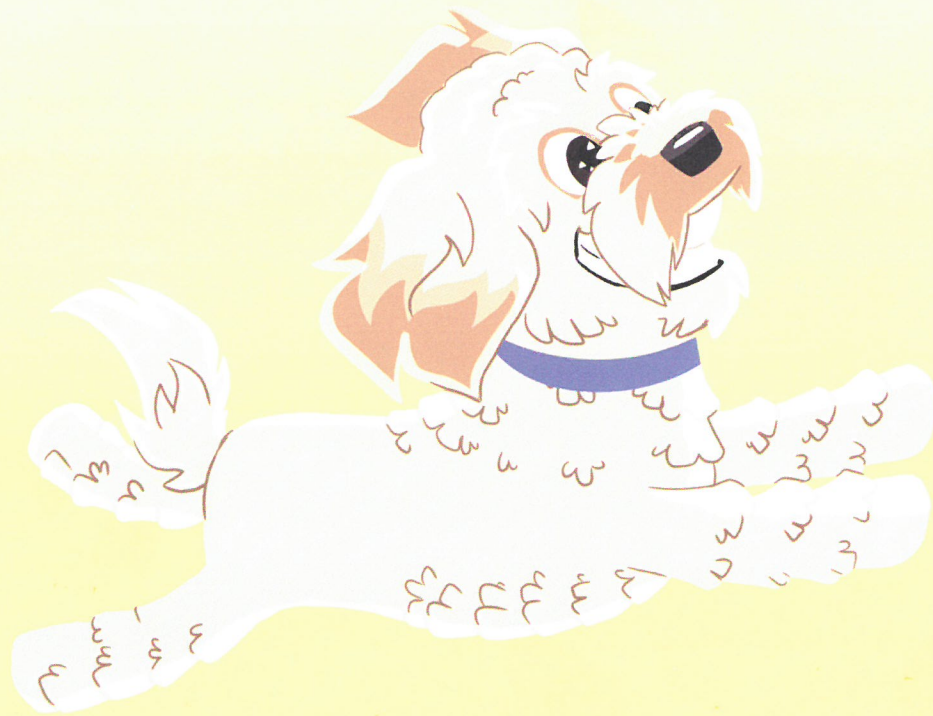
Tumbling through the fluffy clouds was really quite a rush,
but Toby had to slow down or he'd soon be doggy mush.



Just then he saw a mattress dumped upon a roof,
so he steered himself towards it and landed with a **WOOF!**

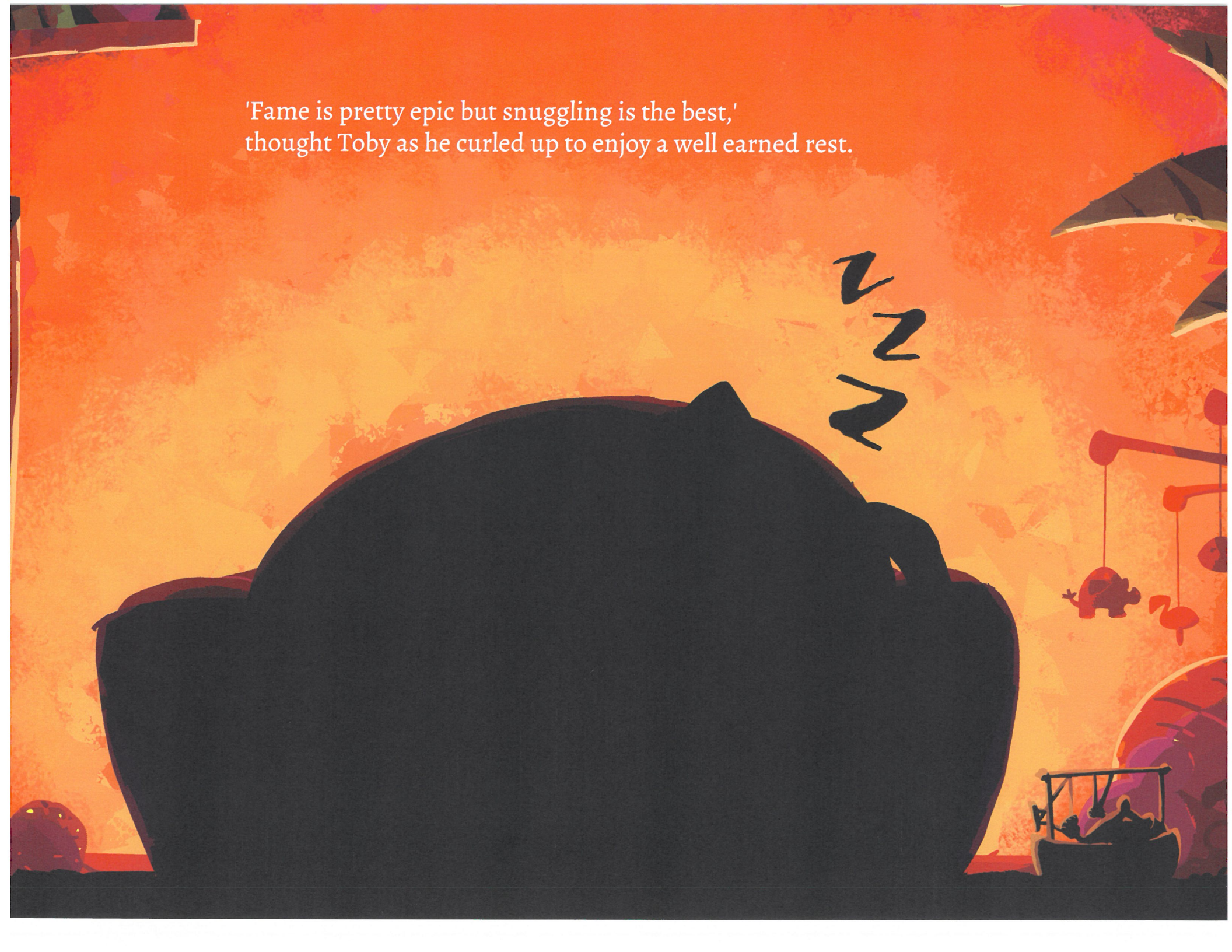


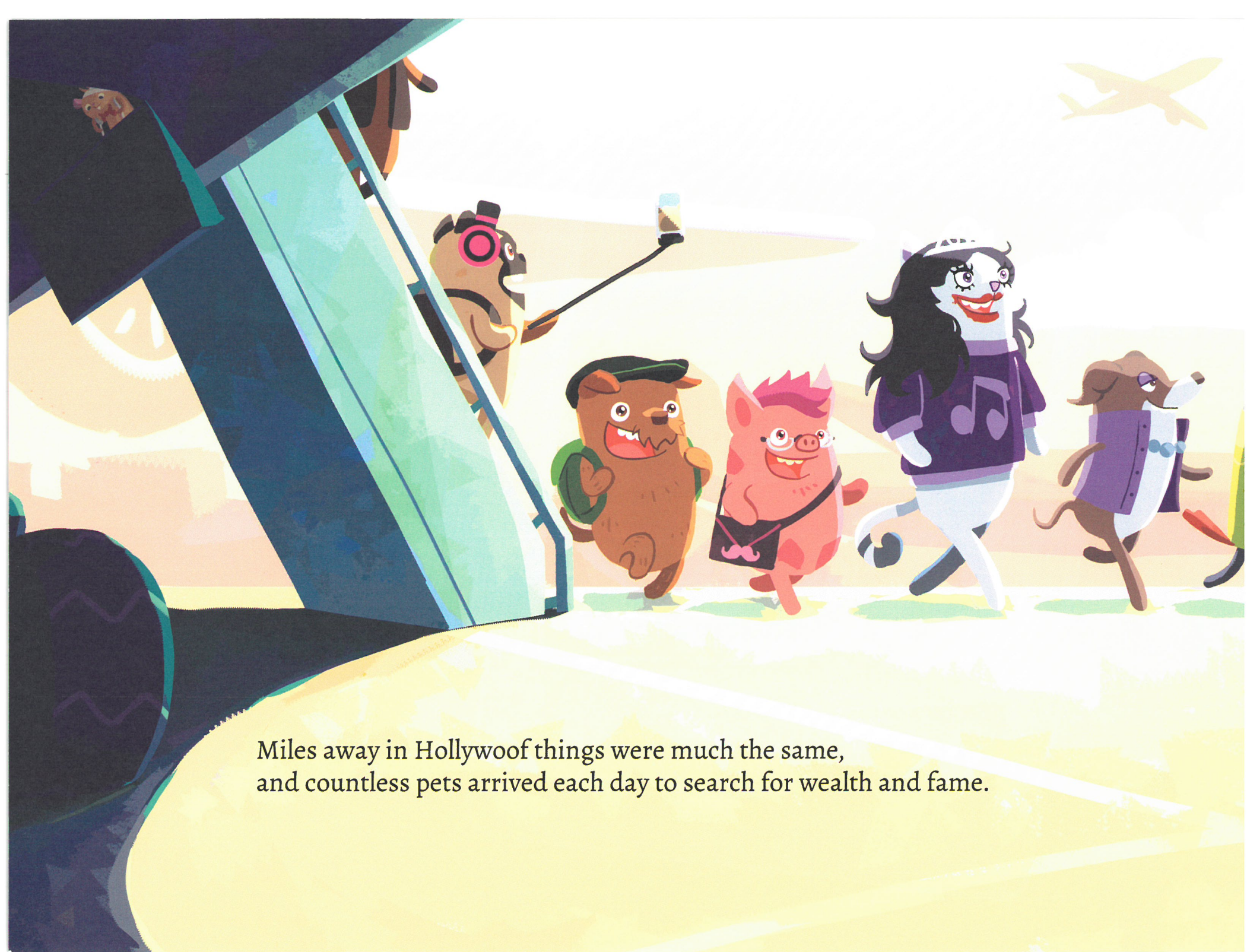
Jumping into Brian's arms Toby cried with joy,
then Brian squeezed the squeaker in a squishy, squashy toy.



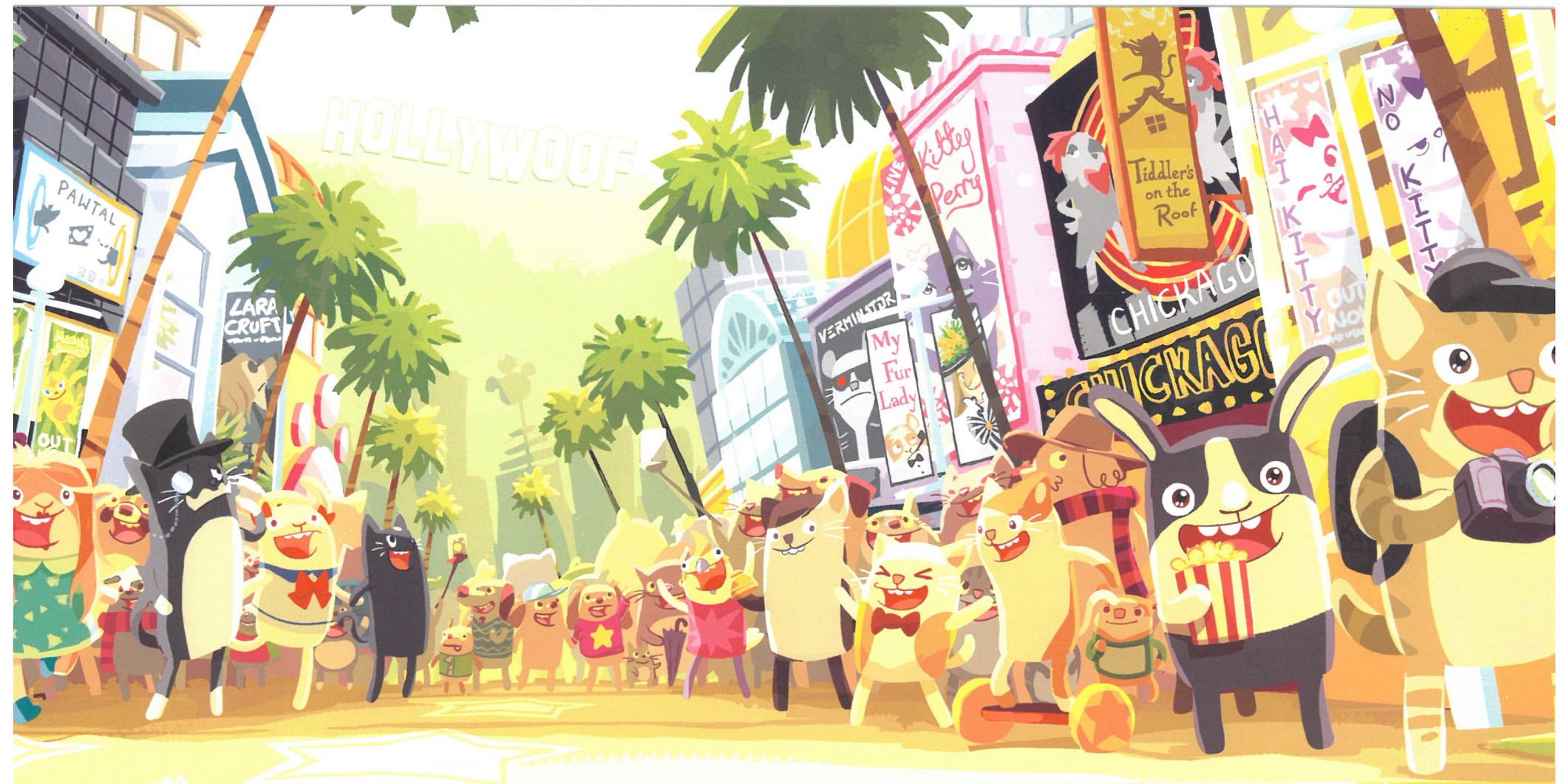
'Fame is pretty epic but snuggling is the best,'
thought Toby as he curled up to enjoy a well earned rest.

zzzz





Miles away in Hollywoof things were much the same,
and countless pets arrived each day to search for wealth and fame.



They often spoke about that dog who played the saxophone, and how he left it all behind because he missed his home.

TOBY





Brian

Toby

But Toby wasn't bothered that he'd given fame the shove,
because his trip had taught him that what really counts is...

LOVE



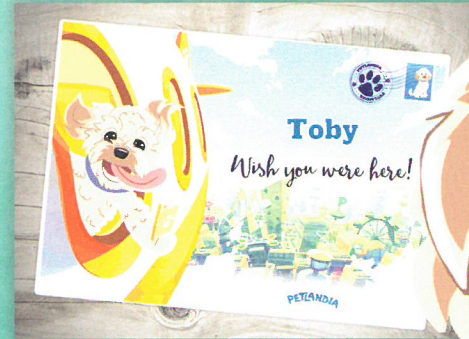


THE END

Special snuggles from the pawsome **PETLANDIA** team...

Andrew Bertoni, Andrzej Fit, Bart Swedrowski, Bartosz Lassak, Ben Power, Danny Wood, Fei Chen, Gavin Russell, Gareth Mills, Georgios Fysaris, Helen Stroud, Ian Chambers, Ian Trayler, Ivana Garfitt, James Ovník, Jay Bayley, Elena Marusic, Kathryn Zalecka, Katja Hammond, Keon Ghaharian, Lauren Edwards, Lea Wade, Liyen McCoy, Lukasz Szewczyk, Matthew Hurry, Matt Latchford, Michal Matwiej, Max Karpsten, Michal Stanczak, Mazz Attack, Michael Acton Smith, Mariyam Aulbekova, Neil Porter, Nicola Birtwistle, Nicole Mauloni, Nick Nyamka, Pawel Zyglar, Rachel Grix, Rebekah West, Rhett King, Sam Jarman, Scott Mather, Stephen Caie, Steve Cleverley, Szymon Gaczol, Verity Dack, Victoria Tomlinson, Wilfredo Jr Chavez, Will Guyatt, Prime Group Ltd, Lakshya Digital, Rocksalt Interactive Games, Derek, Nelson, Oscar & Woody.

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WIDGET
The Gamer Cat

PETLANDIA

WHAT THE CRITICS ARE SAYING...

“Woof woofity woof woof bark bark woof!”
The Hollywoof Repawter ★★★★★

“Meow, meow, meow, meow...PURR!”
Mew York Times ★★★★★

“Squeak, squeak, squeakity squeak-squeak!”
Hamsterdam Telegraaf ★★★★★

“A truly pawsome read!”
Rex Growl ★★★★★

“No comment!”
Cosmo Tinklepaws

“Oink, oink, snuffle... oink!”
Pot-Bellied Pig Post ★★★★★

“BARKTASTIC!”
The Squeaky Ball Street Journal ★★★★★

“Perfect for pets!”
Petlandia Globe ★★★★★



HICCUP
The Clumsy Sheepdog



CUGGLES
The Cutesy Kitten



CHESTER
The Stunt Pug



FURBERT
The Cosplay Cockapoo



CASHMERE
The Singing Pomeranian



REX GROWL
HOLLYWOOF TALENT