



The Irish Dog Calendar 2025

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For Immediate Release

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- The Big Bark launches the 2025 Irish Dog Calendar
 - Over 200 dogs to be celebrated in remarkable showcase
 - The Big Bark continues to support animal charities throughout Ireland
 - Over €10000 raised for animal charities since 2019
 - Big Bark owner announces partnership with pet businesses and social influencers to bring the Irish Dog Calendar to all regions of Ireland
 - Theme of 2025 Campaign announced as “Unleash the power of the paw”
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The Big Bark Unveils the 2025 Irish Dog Calendar: Unleash the power of the paw - A

Pawfect Celebration of Ireland’s Canine Companions

Limerick, Ireland – Monday 19th August 2024

The Big Bark, Ireland’s most cherished podcast for dog lovers, is thrilled to announce the launch of the much-anticipated 2025 Irish Dog Calendar! More than just a collection of adorable canine snapshots, this calendar is a heartfelt celebration of Ireland’s beloved four-legged friends and the vibrant dog-loving community that cherishes them. This year’s edition is bigger, fluffier, and more tail-waggingly delightful than ever before, featuring over 200 Irish dogs ready to brighten your year, one wag at a time. For 2025, we’re unleashing the true power of the paw.



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A Year of Pawsitivity: Meet Ireland's Top Dogs

The 2025 Irish Dog Calendar will be bursting with over 200 captivating canine stars, each handpicked from thousands of entries submitted by proud dog owners across the Emerald Isle. From tiny terriers in Tipperary to bounding border collies in Belfast, this year's lineup showcases the true spirit of Ireland's diverse doggy population. Each month reveals a new set of wagging tails, goofy grins, and soulful eyes that are sure to melt even the frostiest of hearts. Whether you're a dog owner, a dog lover, or simply someone who can't resist a cute puppy face, this calendar is guaranteed to bring joy to your everyday life.

Wagging for a Cause: Supporting Ireland's Animal Charities

But the 2025 Irish Dog Calendar is more than just a showcase of cute pups—it's a movement with a mission. Since its inception in 2019, The Big Bark has raised over €10,000 for animal charities across Ireland, making a tangible difference in the lives of countless animals and the people who care for them. This year, The Big Bark is taking its commitment to the next level by focusing on three smaller, lesser-known charities that often struggle to get the recognition and funding they need to continue their vital work.

In November, The Big Bark will announce the three selected charities, chosen with input from our dedicated social media followers. These are organizations with big hearts but small budgets, and we're honoured to lend them our paws in support. The funds raised from the sale of the 2025 calendar will be shared among these worthy causes, helping them continue their incredible work in protecting and caring for animals across Ireland.



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Get Your Paws on the Calendar: Available Nationwide from October 1st

To ensure the 2025 Irish Dog Calendar finds its way into as many homes as possible, The Big Bark is teaming up with pet stores, dog-friendly businesses, canine professionals, and social media influencers across the country. The calendar will be available in shops throughout Ireland, making it easier than ever for you to get your hands on a copy. Whether you're picking it up at your local pet shop or ordering online, you'll be supporting a great cause while filling your home with the joy of Ireland's most photogenic dogs. We will also be offering a new click and collect service with a selection of pet shops to minimise postage costs and also help much needed footfall to pet stores in the run up to Christmas.

Join the Pack: Callout for dog lovers to get Involved

Irish Dog Calendar coordinator and host of The Big Bark Darragh Bourke told us why the project is so important. "The 2025 Irish Dog Calendar isn't just a product—it's a chance to be part of something bigger. By purchasing a calendar, you're not only treating yourself to a year's worth of adorable dog photos, but you're also making a real difference in the lives of animals and the people who work tirelessly to protect them. Every purchase contributes to the ongoing support of Ireland's animal charities, ensuring that more dogs can lead happy, healthy lives." We're also looking for dog owners, social influencers and anyone with a passion for dogs who are interested in helping us raise funds for our chosen charities to reach out to us.

Unleash the Power of the Paw in 2025

As the year comes to a close, there's no better way to prepare for 2025 than by welcoming Ireland's top dogs into your home. The 2025 Irish Dog Calendar by The Big Bark is more than just a calendar—it's a celebration of our shared love for dogs and a testament to the positive impact we can all make when we come together for a good cause.



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When asked about this year's theme, Darragh had this to say. "Dogs are just amazing and there is nothing more powerful than that bond, the love and the affection that you get from a dog. For me, my own dogs have been fundamental to my well-being and mental health. There have been some great and not so great days in recent times and the one constant I can always rely on is that that bond, that love that my dogs and I share – it's an incredibly powerful feeling and that love it comes from something as simple as a beautiful soul with 4 paws so we want to celebrate how powerful those paws are. Their love and compassion knows no bounds. With that in mind, our theme for the 2025 Irish Dog Calendar revolves around that bond and we're unleashing the power of the paw"8

So, whether you're planning your next adventure, marking important dates, or simply need a daily dose of canine cuteness, let the 2025 Irish Dog Calendar be your faithful companion throughout the year. Together, we can make 2025 a tail-wagging triumph for dogs and dog lovers alike. Together, we can make 2025 the year to "unleash the power of the paw"

Retailers interested in stocking the calendar and charities hoping to get involved can contact The Big Bark directly by emailing darragh@dogcalendar.ie.

For more information about The Big Bark podcast and the 2025 Irish Dog Calendar, visit our website at <https://dogcalendar.ie> & <https://thebigbark.ie>.

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