



BARK® and Dunkin'™® Celebrate Five Years of Partnership with Pumpkin Spice Dog Toys That Support a Great Cause

Limited-edition dog toys bring joy to dogs and dog parents while raising funds for the Dunkin' Joy in Childhood Foundation® during pumpkin spice season



NEW YORK (September 17, 2024) - [BARK](#) (NYSE: BARK), a leading global omnichannel dog brand with a mission to make all dogs happy, today announced it is releasing a new collection of dog toys in partnership with [Dunkin'](#), the largest coffee and donuts brand in the United States, and the [Dunkin' Joy in Childhood Foundation](#), just in time for pumpkin spice season. Together, BARK and Dunkin' have raised over \$10 million for the charitable foundation since launching their partnership in 2020. Now in its fifth year, the collaboration will bring even more joy to dogs and dog parents by giving dogs the opportunity to savor Dunkin's popular fall treats as dog toys for the very first time.

Inspired by Dunkin's fall flavors and designed from a dog's perspective by BARK's in-house design team, the 2024 Dunkin' x Bark Collection is available starting today as a thank-you when Dunkin' guests make a donation to the Joy in Childhood Foundation at select Dunkin' locations and on [bark.co/dunkin](#), while supplies last.

â— **Dunkin'™ Signature Latte Toy:** A fluff-packed squeaker toy with crazy crinkle and a tuggable t-shirt rope for dogs who love PSL season just as much as their human does, available with a \$15 donation.

â— **Dunkin'™ Snackin' Bacon Dog Toy:** A multi-part toy with two squeakers, perfect for pups craving a crispy, crackling good time, available with a \$13 donation.

â— **Dunkin'™ Pumpkin Donut Dog Toy:** Features a hidden surprise toy inside – a pumpkin pie-scented Super Chewer® donut made with natural rubber, for dogs who play tough, available with a \$15 donation.

â— **Dunkin'™ Mocha Latte Dog Toy:** For dogs into more traditional coffee flavors, this toy features crazy crinkle, a tuggable t-shirt rope and a surprise toy inside, available with a \$15 donation only on [bark.co/dunkin](#).

Donations benefit the Joy in Childhood Foundation's impact programs that provide joy to kids battling hunger or illness, including the [Dogs for Joy](#)® program. Dogs for Joy was introduced in 2018 to bring full-time facility dogs to children's hospitals, where the dogs serve as a source of happiness for pediatric patients. They are trained to do tasks such as teach kids how to take medication, keep children calm during a medical intervention, provide incentives for a getting out of bed and more.

"We're excited to continue our Dunkin' and Joy in Childhood Foundation partnership for the fifth year in a row and create more custom dog toys inspired by Dunkin's iconic brand that support a good cause," said Dave Stangle, Vice President of Brand Marketing at BARK. "This collaboration allows us to connect with more dogs and dog parents by tapping into daily rituals many people bring their dog on, like coffee runs. For the first time, dogs can join in on the pumpkin spice fandom we see towards the end of every summer and get their pumpkin spice fix, just like humans."

"While Dunkin' guests are fueling up for the day, they can also share the pumpkin spice fun with their dogs by picking up the new, seasonal BARK toy, knowing their donation helps support children in need," said Mollie Collum, Director of the Dunkin' Joy in Childhood Foundation. "Together with BARK, we've raised more than \$10 million to bring joy to kids facing hunger and illness. This latest collection will expand our reach and deepen the nationwide impact of our foundation's programs."

To date, The Dunkin' Joy in Childhood Foundation has funded 49 facility dogs across 33 hospitals, impacting hundreds of thousands of young patients. To learn more about the Dunkin' Joy in Childhood Foundation and Dogs for Joy program, visit bringjoy.org.

###

About BARK

BARK is the world's most dog-centric company, devoted to making dogs happy with the best products, services and content. BARK's dog-obsessed team applies its unique, data-driven understanding of what makes each dog special to design playstyle-specific toys, wildly satisfying treats, great food for your dog, effective and easy to use dental care, and dog-first experiences that foster the health and happiness of dogs everywhere. Founded in 2011, BARK loyally serves dogs nationwide with themed toys and treats subscriptions, BarkBox and BARK Super Chewer; custom product collections through its retail partner network, including Target, Amazon and Chewy; its high-quality, nutritious meals with BARK Food; and products that meet dogs' dental needs with BARK Bright®. At BARK, we want to make dogs as happy as they make us because dogs and humans are better together. Sniff around at BARK.co for more information.

About the Dunkin' Joy in Childhood Foundation

The Dunkin' Joy in Childhood Foundation, the charitable foundation supported by Dunkin', provides the simple joys of childhood to kids battling hunger or illness. The Foundation partners with food banks, children's hospitals, and nonprofit organizations to fund joyful environments and joyful experiences for kids when they need it most. Since 2006, the Dunkin' Joy in Childhood Foundation has granted more than \$50 million to hundreds of national and local charities across the country thanks to the generosity of its franchisees, guests, vendor partners and employees. To learn more about the Dunkin' Joy in Childhood Foundation, visit www.bringjoy.org and follow on [Facebook](#), [Instagram](#) and [LinkedIn](#).

About Dunkin'

Dunkin', founded in 1950, is the largest coffee and donuts brand in the United States, with more than 13,700 restaurants in nearly 40 global markets. Dunkin' is part of the Inspire Brands family of restaurants. For more information, visit DunkinDonuts.com and InspireBrands.com.