

zooplus & Bark Date – working together to promote animal welfare

Munich, July 14, 2026 – With the cooperation with [Bark Date](#), zooplus is further expanding its commitment to animal welfare. The new cooperation complements the online retailer's existing initiatives and pursues a common goal: to enable more dogs from animal welfare to find their way into a loving home and to bring people together with their future four-legged companion. Therefore, zooplus sponsors 16 bark date events in Germany, where pawsome goodie bags are also waiting for the participants.

Bark Date – Find your new friend!

Bark Date brings the principle of speed dating to animal welfare: At the local events, interested parties have the opportunity to get to know around 30 dogs from animal welfare in person and to talk to the caring foster homes or animal welfare organizations. Instead of impersonal online profiles, the focus is on the encounter and the individual personality of the dogs. In this way, humans and dogs can easily find out whether the chemistry is right and take the first step towards a common home.

"At zooplus, we are all united by our love of animals. That's why the well-being of each individual animal is particularly important to us, especially those who are still waiting for a loving home. Bark Date creates the opportunity to bring people and dogs together in a very personal way. We are very pleased to support this particularly creative initiative," says Dennis Scarafilo, Director – Head of DACH, from zooplus.

The cooperation ties in with zooplus' diverse animal welfare initiatives, for example, the online retailer for pet supplies supports animal shelters and animal welfare organizations with special discounts on their purchases. The animal-loving zooplus community can also contribute to the common goal of animal welfare. Through the [zooplus Club programme](#), zooplus customers receive one zooPoint for every €1 purchased. They can then not only redeem collected points for rewards in the shop, but also donate them with just a few clicks and thus contribute directly to animal welfare. The donated points are bundled by zooplus and converted into money for animal welfare organizations.

Together with Bark Date, zooplus would like to help ensure that even more dogs from animal welfare find a loving home forever. For more information about Bark Date, please visit: <https://barkdate.com/>

The next dates for local bark dates:

19.07. Kiel
06.09. Herten
13.09. Mönchengladbach
20.09. Bonn
26.09. Berlin
04.10. Hanover
04.10. Ellwangen
11.10. Dusseldorf
24.10. Regensburg
31.10. Brunswick
01.11. Bremen
01.11. Leipzig
15.11. Mönchengladbach
15.11. Kiel
21.11. Dusseldorf

22.11. Berlin

About zooplus:

Since 1999, zooplus has been a pioneer in e-commerce for pet supplies, serving millions of pet owners with an ever-growing range of nutrition and lifestyle products, its own premium food and accessory brands, as well as expert advice, practical services and loyalty programs. Committed to the vision of "Celebrating Pet Love Every Day" and driven by a passion for innovation, zooplus has set itself the goal of setting the industry standard for smart, personalized shopping. zooplus operates local online shops in more than 30 European countries and is headquartered in Munich. For more information, visit corporate.zooplus.com, the zooplus.de shop page, or [LinkedIn](#).

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