

Finally, Every Dog Has His Day:

UPenn Study Reveals Big Barker Beds Improve a Dog's Quality of Life

By: Abby Roche

Brand: Research-driven, caring, necessity, high-quality, kind

Primary Target: (Pet) Lifestyle Media

Reporters who write dog lifestyle and health articles and may want to write about another option for helping increase a dog's quality of life without surgery or supplements.

Secondary Target: Dog Owners

This report would be for dog owners who are concerned and care about the health of their dogs. People with senior dogs or that have health issues including arthritis, joint issues, and hip dysplasia. The main demographic would be middle-aged women and men who are interested in dogs and pet health.

Intro to Public Relations

Professor Klein

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For Immediate Release

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UPenn Study Reveals Big Barker Beds Improve a Dog's Quality of Life

(King of Prussia, PA) August 17, 2020 – Last month, Big Barker (BB) released the results of a pilot study that revealed the positive effects of Big Barker beds. The University of Pennsylvania's School of Veterinary Medicine (UPenn) conducted research over the past three years, leading to the conclusion that a BB dog bed can dramatically impact a dog's quality of life.

The study was proposed after Big Barker donated beds to PennVet's Working Dog Center, whose doctors noticed the beds' benefits on their patients. UPenn asked BB if they would consider taking part in a clinical study to see if their bed improved a dog's quality of life and warranted additional studies. The significant data suggests the potential for further research.

The study enrolled 40 dogs weighing over 70 pounds and older than three years. Data was collected by dog owners and activity monitors worn on the dogs' collars for 28 days. The [independent data](#) shows that Big Barker beds, on average, led to:

- Nearly 18% improvement in joint function
- 21% reduction in pain severity
- Over 12% reduction in joint stiffness
- About 10% improvement in gait
- 15% improvement to quality of life

Eric Shannon, president of Big Barker, says, "we've been saying for years that real beds change lives. Now, there's proof and we couldn't be prouder to present these findings!"

-more-

Big Barker/Add 1

Big Barker was founded in 2012 by Eric Shannon, who wanted to create a dog bed that specializes in supporting big dogs' needs. This issue was close to Shannon's heart as his dog, Hank, suffered from severe hip dysplasia. The Big Barker bed is made with a blend of triple-layer OrthoMedic™ foam which ensures dogs and their joints are supported, unlike traditional dog beds. Although there is no cure to diseases, such as hip dysplasia and arthritis, Big Barker beds show that there is a way to retroactively increase a dog's quality of life through this home modification.

For more information about Big Barker visit bigbarker.com.

Big Barker's mission is to improve the quality of life for big dogs by creating beds with superior support. Located in King of Prussia, Big Barker creates their products in a small workshop in Pennsylvania. Big Barker offers products including traditional dog beds for big dogs as well as small dogs, crate pads, and SUV beds. Due to their continued growth and dedication, Big Barker has been recognized by Inc. 5000 and Philadelphia 100.

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