

OFFICIAL PRESS & PARTNERSHIP KIT

12 PUBS OF CHRISTMAS

One Christmas homecoming. Twelve Dublin pubs. One bet between friends.

After 10 years without Christmas at home in Ireland, Kian is travelling back from Australia and plans to make the most of it. A friendly bet to sponsor the 12 Pubs of Christmas inspired a much bigger idea.

THE STORY AT A GLANCE

The music: An original festive single by North Atlantic Sound, following 12 iconic Dublin pubs.

The personal story: Kian lives in Melbourne and is returning for an Irish Christmas after 10 years away.

The bet: Kian offered to sponsor a full 12-pub outing for his friends.

The invitation: A radio station could help turn the idea into a giveaway for 30 to 50 listeners.

DISCOVER THE CAMPAIGN

[Website: northatlanticsound.com](https://northatlanticsound.com) | [Song, videos, the bet and route](#)

[Pre-save the single: 12 Pubs of Christmas](#)

Media enquiries: hello@northatlanticsound.com

01 | THE HUMAN STORY

Ten years away. One Christmas to remember.

Kian, the creator behind North Atlantic Sound, lives in Melbourne, Australia. He has not been back to Ireland for Christmas in 10 years. This year he wants to make the most of being home, seeing old friends, revisiting familiar places and enjoying the atmosphere that makes an Irish Christmas special.

The plan started with a familiar festive tradition: Dublin's 12 Pubs of Christmas. A conversation with friends turned into a bet when Kian offered to sponsor their 12-stop outing. It felt like the perfect story to connect with the new North Atlantic Sound Christmas single.

Then came another thought: if the song follows 12 pubs and the bet is already on, why not invite a Dublin radio station to take part and offer listeners their own place on the adventure?

STORY ANGLE FOR MEDIA: An Irish expat returns from Australia after a decade away from Christmas at home, makes a bet with friends and invites Dublin to join the celebration.

ABOUT NORTH ATLANTIC SOUND

North Atlantic Sound creates original music blending Irish influences, modern country energy and contemporary pop storytelling. Its work moves across musical styles while drawing on themes of friendship, homecoming, adventure and shared experiences.

"12 Pubs of Christmas" celebrates the distinctive feel of a festive night out in Dublin and gives the Christmas bet its own soundtrack.

Suggested interview topics

- Why this Irish Christmas matters after 10 years away
- How the bet between friends began
- The story behind the single and the choice of Dublin pubs
- Whether a radio station will take on the 30 to 50 listener challenge

02 | THE MUSIC

The song that started the conversation

Title: 12 Pubs of Christmas

Artist: North Atlantic Sound

Genre: Festive Irish-inspired party song

Campaign: Christmas 2026

From the first stop at The Bleeding Horse to the finale at Copper Face Jacks, the single traces a lively Dublin Christmas pub route. It is built around friendship, humour, familiar venues and the anticipation of coming home.

LISTEN AND WATCH

[Official Spotify pre-save link](#)

[Official campaign website: song, videos, route and updates](#)

[North Atlantic Sound YouTube channel](#)

[North Atlantic Sound TikTok](#)

[North Atlantic Sound Spotify artist profile](#)

MEDIA USE & ASSETS

For broadcast audio files, cover art, video assets, interview requests and any necessary usage permissions, contact North Atlantic Sound directly. The website provides the public-facing song and video information.

READY-MADE RADIO HOOK: “An Irishman coming home from Australia after 10 years away for Christmas has turned a bet between mates into a 12-pub Christmas challenge.”

Release note

Please use the official pre-save link until the release goes live. Check the website or request confirmed release-date and broadcast metadata before publishing an exact release date.

03 | THE DUBLIN ROUTE

Twelve stops. One Christmas story.

The route below follows the sequence featured in the song. Venues have not yet been confirmed as participants in a public event.

01 The Bleeding Horse	Dublin Christmas pub route
02 Devitts	Dublin Christmas pub route
03 Whelan's	Dublin Christmas pub route
04 The Long Hall	Dublin Christmas pub route
05 The Stag's Head	Dublin Christmas pub route
06 Keogh's	Dublin Christmas pub route
07 O'Donoghue's	Dublin Christmas pub route
08 Bruxelles	Dublin Christmas pub route
09 The Hairy Lemon	Dublin Christmas pub route
10 Grogan's	Dublin Christmas pub route
11 The George	Dublin Christmas pub route
12 Copper Face Jacks	Dublin Christmas pub route

How the event would work

Any hosted event would be designed with the participating venues, using agreed arrival windows and smaller groups to manage capacity. The emphasis would be music, festive hospitality and a social experience, not a drinking competition. Food, water and alcohol-free options should be available, with no requirement to drink alcohol at any stop.

04 | RADIO PARTNERSHIP

Could Dublin join the bet?

North Atlantic Sound is inviting one Dublin radio station to explore an exclusive Christmas competition for 30 to 50 adult listeners, taking the song beyond streaming platforms and into a real-life festive experience.

PROPOSED COMPETITION FORMAT

- A limited number of winner places, with the exact prize and eligibility confirmed in advance
- On-air promotion with presenter participation and listener stories
- A hosted 12-stop experience arranged with participating venues
- Optional Christmas-themed challenges, photos and digital content
- Media and promotional support from North Atlantic Sound and agreed sponsors

POTENTIAL MEDIA HEADLINE: “After 10 years away, Kian is bringing his Christmas bet home and inviting up to 50 Dublin listeners along.”

PARTNERSHIP STATUS

This is a partnership proposal, not an announced competition. No station, sponsor, winner allocation, event date or participating venue is confirmed. Final plans require station approval, venue permissions, event arrangements and compliance checks.

PUBLICITY OPPORTUNITIES

Radio interviews, artist appearances, programme competitions, presenter-led social content, short-form videos and recap features, subject to an agreed media plan.

05 | COMMERCIAL & MEDIA ENQUIRIES

Become part of the Christmas story

North Atlantic Sound welcomes conversations with radio stations, hospitality venues, tourism and transport partners, creators and suitable commercial supporters.

WHAT A PARTNER COULD SUPPORT

- Prizes and hospitality for 30 to 50 adult competition winners
- Food, refreshments, non-alcoholic choices and event hosting
- Photo/video production and social-first campaign content
- Transport and logistics support for participants
- Publicity, content distribution and approved co-branding

IMPORTANT FORMAT NOTE

The proposed event should be accessible and responsibly run. Any alcohol-industry participation, sponsor branding, radio promotion and competition mechanics require appropriate legal and broadcaster review. Participation should not be linked to consumption of alcohol.

PRESS, RADIO, INTERVIEWS & PARTNERSHIPS**Kian | North Atlantic Sound****hello@northatlanticsound.com**

OFFICIAL LINKS

northatlanticsound.com | [Story, route, song and videos](#)

[Pre-save: 12 Pubs of Christmas](#)

[YouTube: @NorthAtlanticSound](#)

[TikTok: @northatlanticsound](#)

Prepared October 2026. Details are accurate to the campaign proposal at the time of preparation and may be updated as partners and arrangements are confirmed.