

VOLUNTARY RECALL NOTICE

Recalled Product: Heartwarming Hugs Bear 2 with Zipper Closure

Sold between 21 January – 6 March 2026
Model Number: 434464 (UK/IE)



Zipper Closure



Hazard: The zipper slider on the side pouch can detach, posing a risk of serious injury or death from choking hazard to children.

Remedy: Consumers should immediately stop using the recalled Heartwarming Hugs Bear and return it to a local Build-A-Bear Workshop store to receive a refund in the form of original payment or a gift card for the original purchase price redeemable toward any available Make-Your-Own furry friend and other available merchandise.

If a consumer is unable to return their Heartwarming Hugs Bear to a local store, they can visit www.buildabear.co.uk/recalls for more information or call Build-A-Bear to receive a free return shipping label to return the recalled bear to receive a refund check in the form of original payment or in the form of a digital gift card to use on the Build-A-Bear website.

Consumer Contact:

- Email ProductHotline@buildabear.com
- Visit buildabear.co.uk/recalls, or buildabear.co.uk and click on "Recall" at the bottom of the page for more information.
- UK consumers call 0800 037 9782 from 9 a.m. to 11 p.m. GMT Monday through Saturday, and 1 p.m. to 10:30 p.m. GMT on on Sunday