

**FOR IMMEDIATE RELEASE**



## **One of Build-A-Bear's Fastest Sell-Outs Returns for National Hug Day**

*Heartwarming Hugs weighted plush is back in stock after nine months*

**St. Louis, MO – January 20, 2026** – Build-A-Bear Workshop, the beloved brand and iconic retail experience known for its mission of "adding a little more heart to life," will celebrate National Hug Day tomorrow, January 21, for the eighth consecutive year with the return of one of its fastest furry friend sell-outs: Heartwarming Hugs. This special oversized weighted plush – first introduced in early 2025 – returns after a nine-month respite, ready to deliver plenty of additional hugs on this special day.

The rise in interest in weighted and warming (or cooling) comfort items, like the Heartwarming Hugs Bear, is supported by studies showing that the steady, gentle pressure of a hug from this type of product can help promote relaxation and ease stress. Heartwarming Hugs was designed to turn that comforting feeling into an irresistibly cuddly companion, reflecting the brand's mission of "adding a little more heart to life" in a very tangible way.

The oversized bear features a weighted design of approximately 3–5 pounds, along with a removable extra-large "bean heart" that can be warmed or cooled. This design element gives guests multiple ways to experience that special feeling and benefits of Heartwarming Hugs.

"National Hug Day is a reminder of how much comfort and connection matter in everyday life," said Sharon Price John, President and Chief Executive Officer of Build-A-Bear. "While creating and personalizing any furry friend at Build-A-Bear Workshop is a great way to celebrate Hug Day, we are particularly proud to bring back our Heartwarming Hugs Bear to help turn the power of a simple hug into something even more special."

This Hug Day celebration comes on the heels of the company's multi-year delivery of record results, supported by its recent expansion to more than 650 locations across over 30 countries, echoing the belief of its founder that a teddy bear hug is understood in any language.

This year's Hug Day also coincides with Build-A-Bear's nearly 30-year focus on fostering a culture of belonging and community, being recognized by [Newsweek](#) and Plant-A Insights

Group in their 2026 list of "[America's Greatest Workplaces for Culture, Belonging & Community](#)." Just as Heartwarming Hugs brings comfort and connection to guests, this recognition reflects the company's ongoing commitment to creating a welcoming, supportive environment for the valued team members who help bring those heartfelt moments to life every day.

To celebrate National Hug Day, Build-A-Bear invites guests to share their hugs on social media using #HeartwarmingHugs.

For images and additional information, click [here](#).

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### **About Build-A-Bear**

Since its beginning in 1997, Build-A-Bear has evolved to become a beloved multi-generational brand focused on its mission to "add a little more heart to life," where guests of all ages make their own "furry friends" in celebration and commemoration of life moments. Guests create their own stuffed animals by participating in the stuffing, dressing, accessorizing, and naming of their own teddy bears and other plush toys based on the Company's own intellectual property and in conjunction with a variety of best-in-class licenses. The hands-on and interactive nature of our more than 650 company-owned, partner-operated and franchise experience locations around the world, combined with Build-A-Bear's pop-culture appeal, often fosters a lasting and emotional brand connection with consumers and has enabled the Company to expand beyond its retail stores to include e-commerce sales on [www.buildabear.com](http://www.buildabear.com) and non-plush branded consumer categories via out-bound licensing agreements with leading manufacturers, as well as the creation of engaging content via Build-A-Bear Entertainment (a subsidiary of Build-A-Bear Workshop, Inc.). The brand's newest communications campaign, "The Stuff You Love," commemorates more than a quarter-century of creating cherished memories worldwide. Build-A-Bear Workshop, Inc. (NYSE: [BBW](#)) posted consolidated total revenues of \$496.4 million for fiscal 2024. For more information, visit the Investor Relations section of [buildabear.com](http://buildabear.com).

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