



**\*\*\* MEDIA ALERT \*\*\***

**BUILD-A-BEAR® AND BARNARDO'S PARTNER  
TO GIVE THOUSANDS OF FURRY FRIENDS TO VULNERABLE CHILDREN IN 2019**

*Brands Kick Off Fundraising Campaign with a Nationwide In-store Event at Build-A-Bear Workshop® on Saturday, 4 May; Invite Public to Help Make Furry Friends to be Donated to Barnardo's*

**LONDON (25 APRIL 2019)** — For the fourth consecutive year, [Build-A-Bear®](#) and [Barnardo's](#) are partnering to provide bear hugs to vulnerable children. Barnardo's will receive a donation from Build-A-Bear® of several thousand furry friends, which the charity will then distribute to children they support throughout the year. The beloved brands are inviting Guests of Build-A-Bear Workshop® to help support this important cause.

**WHAT:** In support of Barnardo's, Build-A-Bear Workshop is hosting its annual "Stuffed With Hugs®" event, inviting Guests to visit local stores during store hours on Saturday, 4 May, and make furry friends free of charge to be donated to Barnardo's (up to 2,500 furry friends, while supplies last).

Additionally, today through 19 June 2019, UK Guests of Build-A-Bear Workshop can share the love and support Barnardo's by donating at the till in stores or online at [buildabear.co.uk](http://buildabear.co.uk).

All donations will go directly to the nonprofit organisation to help transform the lives of the UK's most vulnerable children.

**WHEN:** **"Stuffed With Hugs" Event:** During store hours of operation on **4 May 2019**  
For store hours of operation, please visit:  
<https://www.buildabear.co.uk/storefinder>

**WHERE:** **Build-A-Bear Workshop stores**  
For store locations, please visit:  
<https://www.buildabear.co.uk/storefinder>

**VISUALS**

- Build-A-Bear Workshop Make-Your-Own furry friend experience
- Guests donating furry friends to Barnardo's

For more information about Build-A-Bear Foundation and the company's charitable giving efforts, visit [buildabear.co.uk/giving](http://buildabear.co.uk/giving).

### **About Build-A-Bear®**

Build-A-Bear® is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop® has more than 450 stores worldwide where Guests can create customisable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. [Buildabear.co.uk](http://Buildabear.co.uk) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customised gift options. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$336.6 million in fiscal 2018.

### **About Build-A-Bear Foundation™**

Build-A-Bear® believes in the power of hugs and the simple comfort of having a furry friend by your side. Since 1997, Build-A-Bear and Build-A-Bear Foundation™ have donated more than \$50 million to a variety of organisations and in a number of ways. The mission of Build-A-Bear Foundation is to add a little more heart to life by sharing hugs and making days a little bit brighter for those in need. The Foundation is committed to sharing teddy-bear hugs with nonprofit organisations and registered charities that support the well-being of children in areas where Build-A-Bear Guests and associates live, work and play. For more information, visit [buildabear.co.uk/giving](http://buildabear.co.uk/giving).

### **About Barnardo's**

Last year 301,100 children, young people, parents and carers were supported by Barnardo's through more than 1,000 services across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes.

We work to transform the lives of the UK's most vulnerable children and every year we help thousands of families to build a better future. But we cannot do it without you.

Visit [www.barnardos.org.uk](http://www.barnardos.org.uk) to find out how you can get involved. Registered charity No. 216250 and SC037605

Follow Barnardo's media team on Twitter [@BarnardosNews](https://twitter.com/BarnardosNews)

### **Media contact:**

Public Relations  
Build-A-Bear Workshop  
[pr@buildabear.com](mailto:pr@buildabear.com)  
(314) 423-8000

###