

## CELEBRATE THE SEASON: BUILD-A-BEAR WORKSHOP® INVITES FAMILIES TO SIGN THE NICE LIST, MAKE CHRISTMAS FURRY FRIENDS & CAPTURE SHAREABLE FAMILY PHOTOS

*Guests can Make Wishes, New Christmas Traditions and Personalised Gifts at Workshop Locations Across the Country*

ST. LOUIS (2 Nov., 2018) – [Build-A-Bear Workshop®](#) (NYSE:BBW) is helping families to take a break from the hustle and bustle of the Christmas season to cherish the magic of time spent with loved ones—even while out searching for the perfect gift. The family-fun destination is bringing exciting experiences to Workshops across the country, including an opportunity to **sign the “Nice List”** and make sure kids (and kids at heart) are in good standing with Santa. BEARlievers can also participate in a **Wishes Scavenger Hunt!**

Additionally, on weekends in December, **Bearemy®**, Build-A-Bear®’s beloved mascot, will don a Santa hat and be ready to take shareable **Christmas photos** with families at the Workshop. Photo ops with Bearemy will be available on 1 Dec., 8 Dec. and 15 Dec. at 1 p.m., local time, in all Workshop locations. More information about Christmas in-store activities can be found at [buildabear.co.uk/events](http://buildabear.co.uk/events).

Once again this year, Build-A-Bear Workshop locations are offering the opportunity to **make days a little bit brighter for others**. Now through 9 Dec., Guests can donate new, unwrapped toys to Toys for Tots at U.S. stores; to Boys and Girls Clubs of Canada in Canada stores; to Barnardo’s at U.K. stores; and to Barnardos Ireland at Ireland stores. Build-A-Bear Workshop Guests can also make a donation at checkout to benefit Marine Toys for Tots Foundation in U.S. stores; Boys and Girls Clubs of Canada in Canada stores; Barnardo’s in U.K. stores and Barnardos Ireland in Ireland stores, now through 26 Dec.

### **Build-A-Bear Giftshop: Gifts with Heart for Everyone on the Nice List**

By stuffing, dressing and personalising a Build-A-Bear furry friend—plus, making a wish on a special candy-cane heart before placing it inside—the cuddly companion becomes a unique and heartfelt gift for a loved one. Several new, festive friends are available in Build-A-Bear Workshop stores, and online at the [Build-A-Bear Giftshop](#) this season, with customisable options—perfect for friends and family.

The company’s proprietary [Merry Mission](#) collection is back this year with new, colorful friends who are ready to journey through the Candy Cane Forest. Glisten, the popular sparkly white reindeer, has returned as [Candy Cane Glisten](#)—with candy-cane antlers and hooves. Joined by a pretty pink [Swirl Unicorn](#), a cuddly [Merry Mint Bunny](#) and a majestic [Grey Gust Moose](#), the crew is ready to help fulfill wishes for kids on the Nice List.

[Timeless Teddy](#), the perfect traditional Christmas gift, is a cuddly classic teddy bear with shaggy brown fur, bright red paw pads and a sweet smile. The bear is available online and in all Build-A-Bear Workshop stores.

The Merry Mission [Santa’s Reindeer](#) (which can be customised to be any of Santa’s eight traditional reindeer), plus several new **licensed furry friends** and characters from popular movies, are also available in stores and online.

**‘Tis the Season for Big Furry Deals on Furry Friends at Build-A-Bear Workshop**

Build-A-Bear Workshop is doing it big this year for **Black Friday** with **Big Furry Deals** in stores on Friday, 23 Nov., and at other select times throughout the season. Build-A-Bear Bonus Club members will be the first to find out about additional special offer details and surprises! Guests can sign up for the Bonus Club at [buildabear.co.uk](http://buildabear.co.uk).

More information about Build-A-Bear Christmas furry friends, gifts, events and deals can be found at [buildabear.co.uk](http://buildabear.co.uk).

#### **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 over 400 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. In 2018, Build-A-Bear was named to the Sunday Times 100 Best Companies to Work For list for the third year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

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