

BUILD-A-BEAR WORKSHOP® ANNOUNCES BOGO £6 OFFER ON ALL FURRY FRIENDS & £6 PENGUIN DOORBUSTER ON BLACK FRIDAY

Additional Deals and Special Offers to be Announced at Select Times Throughout the Christmas Season for Build-A-Bear® Bonus Club Members

ST. LOUIS (9 Nov., 2018) – **Build-A-Bear Workshop®** is doing it big this year with deals for **Black Friday** and beyond, as part of the experiential retailer’s “**Big Furry Deals**” campaign. Guests who visit Build-A-Bear Workshop or buildabear.co.uk on 23 Nov. can grab a pink or black Snow Hugs Penguin plush for only £6 each, limited to two per person, while supplies last. Additionally, on Black Friday, deal-seekers can delight in a Buy One, Get One for £6 offer on any furry friend! Guests will receive a furry friend for £6 with the purchase of another furry friend of equal or greater value, while supplies last. Build-A-Bear Workshop Black Friday hours will vary by location. Full details and restrictions are available [here](#).

Additional deals will be available throughout the Christmas season! Build-A-Bear Bonus Club members will be the first to find out about new offers and surprises. Guests can register for the Bonus Club at buildabear.co.uk.

Families are also invited to make wishes, new Christmas traditions and personalised furry friends at Build-A-Bear Workshop as they shop for the perfect gifts. At locations across the country, Guests can sign the “Nice List,” participate in a Wishes Scavenger Hunt and take shareable photos with Build-A-Bear’s beloved mascot, Bearemy®! More details on all the Christmas fun and gifts for everyone on the Nice List are available at the [Build-A-Bear Press Room](#).

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 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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