

**BUILD-A-BEAR® KICKS OFF FUNDRAISING PARTNERSHIP WITH GUIDE DOGS TO SUPPORT CHILDREN AND YOUNG PEOPLE LIVING WITH SIGHT LOSS**

*Interactive retailer will donate £1 for every Promise Pets™ furry friend made in stores 28 June through 8 August 2018*

ST. LOUIS (28 June 2018) – Building on an initiative launched late last year with [Canine Companions for Independence](#) in honour of the retailer’s 20<sup>th</sup> Birthday in 2017, [Build-A-Bear®](#) today announced a fundraising campaign to help support Guide Dogs’ Children and Young People’s services. For every Promise Pets™ furry friend made in U.K. Build-A-Bear Workshop stores and at [buildabear.co.uk](#), Build-A-Bear will donate £1 to [Guide Dogs](#) (up to £10,000), a charity whose aim is to provide people with sight loss with the support they need to be able to move around safely and confidently, to get out of their homes and be able to live their lives the way they choose.

“At Build-A-Bear Workshop, we believe that having a furry friend by your side—whether it’s a teddy bear, a pet, or a guide dog—can bring comfort and provide support in times of need,” said Emily Fuhrman, manager of foundations and giving, Build-A-Bear Workshop. “Over the last two decades, we have supported many organisations that promote healthy relationships between pets and their human best friends. This year, we are honoured to partner with Guide Dogs, and invite the public to participate in a nationwide campaign to help more children and young people in need.”

Guide Dogs provides a range of mobility services for people living with all forms of sight loss. The charity is the only breeder of assistance dogs in the UK and trains the animals to offer a unique, safe and effective way of getting about independently. Guide Dogs also provides a sighted guiding service “My Guide” and a range of services and activities for children and young people, including valuable advice for parents and teachers. With 30,000 children and young people living with sight loss in the UK, Guide Dogs Children and Young People’s services are vital to ensure the younger generation have the necessary support to fulfil their potential.

“We are delighted to be working with Build-A-Bear this summer,” said Maria Novell, Guide Dogs’ Director of Fundraising. “At Guide Dogs, we want everyone who experiences sight loss to live a full and rewarding life and this exciting partnership will make a vital contribution to our work.”

Build-A-Bear is also fundraising in the U.S. in support of [Canine Companions](#), a nonprofit organisation that provides highly-trained assistance dogs to children, veterans and adults with disabilities. For every Promise Pets™ furry friend made in U.S. Build-A-Bear Workshop® stores or at [buildabear.com](#) 28 June through 8 August, Build-A-Bear will donate \$1 (up to \$50,000) to Canine Companions to provide assistance dogs to children as they graduate the organisation’s professional training program.

Since 1997, Build-A-Bear has donated more than \$8 million in support of pets and animals, focusing on the relationship between children, families and pets.

For more information about Build-A-Bear Foundation and the company’s charitable giving efforts, visit [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 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.

**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. 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. Since 1997, Build-A-Bear has donated nearly \$50 million to a variety of organisations and in a number of ways, including through Foundation grants. Build-A-Bear Foundation supports nonprofit organisations and registered charities that are doing good work in the communities where our Guests and associates live, work and play. For more information, visit [buildabear.com/giving](http://buildabear.com/giving).

**About Guide Dogs**

In the UK today, almost two million people are living with sight loss that has a significant impact on their daily lives. Guide Dogs' aim is to ensure that no-one with sight loss is left out of life. Although best known for their world-famous dogs, the charity's work also includes a range of children's services, a sighted guiding service and pioneering design and deployment of smart tech to get people out and about. For more information visit [www.guidedogs.org.uk](http://www.guidedogs.org.uk).

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