

**Build-A-Bear Workshop® Brings Spring to Life with Easter Basket Must-Haves and In-store Activities**  
*Make-Your-Own Bunny Experience, New Colourful Furry Friends and Photo Ops with Bunny Mascot Pawlette® are All Available at the Ultimate Family-Fun Destination for Spring*

**ST. LOUIS, 7 March 2018** – Spring has sprung at [Build-A-Bear Workshop®](#), Inc. (NYSE:BBW), an interactive destination where Guests can create personalised furry friends, with new springtime activities and Make-Your-Own fun for all ages. The experiential retailer is offering several ways to entertain the kids this spring, plus a selection of new bunnies and cute furry friends to complete every Easter basket.

**A Bunny for Everyone**

Build-A-Bear® is helping Guests hone creativity and make a family memory in stores across the country with a [slew of colourful furry friends](#) to make uniquely their own. With the signature Build-A-Bear heart ceremony and the opportunity to add a **Personalised Record Your Voice™** sound chip, families can capture springtime memories that will last long beyond their Workshop visit.

At 3-feet tall, the new **Jumbo Pawlette®** (available in select stores and [online](#)) and **Jumbo Happy Hugs™ Teddy** (available online and in select stores in early April) are bursting with big fun. **Embroidered versions** of these furry friends will be available online only.

**Meet Our Bunny Mascot**

Pawlette®, the Build-A-Bear bunny mascot, is hopping in to Build-A-Bear Workshop stores to take photos with Guests this spring. In-store “Hop Hop Hooray” weekends include photo ops, a “bunny hop” activity and Make-Your-Own bunny origami bookmarks on the following dates:

- 16-18 March
- 23-25 March
- 30 March - 1 April

Guests can sign up for Build-A-Bear Bonus Club to receive email updates on the timing of these events and more.

**Stay-cation CeleBEARation**

Whether on holiday or a “stay-cation,” a party with friends or family is always a good idea! Build-A-Bear Workshop offers several party packages to celebrate Easter, a birthday, a charitable event or anything in between—plus, the opportunity to Build-Your-Own Party.

**Easter Basket Gifts**

Build-A-Bear Workshop is a one-stop-shop for Easter basket needs, including the must-have gift of experience with a gift card. New colourful floppy-eared friends, including 16-inch [Blossom Bunny™](#), [Bright Blue Bunny™](#) and [Spring Lilac Bunny™](#), are all available in Build-A-Bear Workshop stores and online. Guests can add colourful, sparkly clothing and accessories such as butterfly bows, flower headbands, a carrot wrist accessory and more. [Online Exclusive Sweet Mocha Bunny™](#) and delightful spring gift sets are also available exclusively at [buildabear.co.uk](#).

**Hop in to Give Hope**

This spring, gift-givers can help make days a little bit brighter for others. Now through 4 July, Guests of Build-A-Bear Workshop can make a donation to [Build-A-Bear Foundation™](#) in stores or online in support of [Make-A-Wish® International](#). All donations in participating locations will benefit Make-A-Wish and will help fulfill life-changing wishes for children living with critical illnesses in your community—giving them the physical and emotional strength they need to fight their illness.

#### **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 customizable 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. The company was named to the FORTUNE 100 Best Companies to Work For® list for the 10<sup>th</sup> year in a row in 2018. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017. For more information, visit the Investor Relations section of [buildabear.com](#).

#### **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 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 organizations and in a number of ways, including through Foundation grants. Build-A-Bear Foundation supports nonprofit organizations 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](#).

#### **About Make-A-Wish®**

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world's leading children's wish-granting organization, serving children in more than 50 countries worldwide. Together, generous donors, supporters, staff and more than 40,000 volunteers, grant a wish every 17 minutes, on average, somewhere in the world. Since 1980, Make-A-Wish has granted nearly 450,000 wishes to children; more than 30,000 last year alone. For more information about Make-A-Wish International, visit [worldwish.org](#) and for more information about Make-A-Wish United Kingdom, visit [make-a-wish.org.uk](#).

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