

BUILD-A-BEAR® KICKS OFF NATIONAL TEDDY BEAR DAY ‘CELE-BEAR-ATIONS’ BY DONATING 5,000 BEARS TO THE NSPCC

2018 Furry-friend Festivities Include an Additional Donation to Rainbow Trust Children’s Charity and Surprises in Partnership with The Original Tour

(LONDON) – 5 September 2018 – [Build-A-Bear Workshop®](#) is celeBEARating National Teddy Bear Day in the United Kingdom with a 5,000-bear donation to the NSPCC. The bears will be given to children being helped by NSPCC services across the UK, many of whom have experienced abuse or neglect.

In addition, Build-A-Bear® and The Original Tour are partnering to surprise passengers with teddy bears on the tour company’s iconic, double-decker sightseeing buses today in anticipation of National Teddy Bear Day, a fun event observed each year on 9 September. Together, Build-A-Bear and The Original Tour are also giving 50 bears to Rainbow Trust Children’s Charity, which supports families with a seriously ill child.

National Teddy Bear Day is observed worldwide each year on 9 September, and charitable gifts have been a traditional component of Build-A-Bear’s National Teddy Bear Day celebrations. In fact, since 2016, Build-A-Bear and partners have donated more than 64,000 bears to charitable organisations in recognition of National Teddy Bear Day.

“At Build-A-Bear, our mission is to add a little more heart to life, and we are committed to making days a little bit brighter for children in need,” said Roger Parry, senior managing director for Build-A-Bear Workshop in Europe. “In honour of one of our favourite days—National Teddy Bear Day—we are thrilled to partner with The Original Tour and the NSPCC to bring comfort to deserving kids, one bear hug at a time.”

For more information, visit 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 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. [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 FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

About The Original Tour Company

Operating for over 65 years, The Original Tour are the market-leaders in entertaining sightseeing tours of London & Windsor. With a fleet of nearly double-decker 100 buses, The Original Tour covers all the top sights & attraction with their flexible & fun packages. With a commitment to excellence, The Original Tour strives to give customers an entertaining & enjoyable sightseeing experience they will never forget! <http://www.theoriginaltour.com>

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About the NSPCC

The NSPCC is the leading children's charity fighting to end child abuse in the UK and Channel Islands. Using voluntary donations, which make up around 90 per cent of our funding, we help children who've been abused to rebuild their lives, we protect children at risk, and we find the best ways of preventing child abuse from ever happening. So when a child needs a helping hand, we'll be there. When parents are finding it tough, we'll help. When laws need to change, or governments need to do more, we won't give up until things improve.

Our Childline service provides a safe, confidential place for children with no one else to turn to, whatever their worry, whenever they need help. Children can contact Childline 24 hours a day, 365 days a year on 0800 1111 or by visiting www.childline.org.uk

Our free helpline provides adults with a place they can get advice and support, share their concerns about a child or get general information about child protection. Adults can contact the helpline 24 hours a day, 365 days a year on 0808 800 5000, by texting 88858 or visiting www.nspcc.org.uk

NOTES TO EDITORS:

Rainbow Trust Children's Charity:

- When a child has a serious illness, family life is turned upside down and time becomes more precious than ever. Rainbow Trust pairs each family with an expert Family Support Worker to help them at home, in hospital and in the community to make life a little easier
- Family Support Workers enable families to make the most of their time together. They provide practical and emotional support, where families need it, for as long as it is needed. Their support can include:
 - Listening to a family's fears and anxieties
 - Driving families to hospital appointments and siblings to school
 - Organising fun activities to support brothers and sisters
 - Explaining illnesses, diagnoses and treatments
 - Staying with the seriously ill child during appointments or hospital visits
 - Supporting families with an ill baby on the neonatal unit
 - Bereavement support if a child dies, which might include helping arrange a funeral or visiting the child's grave with the family
- Rainbow Trust relies almost entirely on voluntary donations and through the generosity of its supporters helped over **2,300** families last year through its nine care teams of Family Support Workers across England
- Rainbow Trust's vision is that every family in the UK who has a child with a life threatening illness receives the support they need.

For more press information or opportunities regarding Rainbow Trust, please contact:

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