

CeleBEARating LOVE OF ALL KINDS: BUILD-A-BEAR® GIFTSHOP™ OFFERS VALENTINE'S DAY GIFT OPTIONS FOR EVERY RELATIONSHIP STATUS

New Gift Sets for GALentines, PALentines and VALentines Include Spa Robes, "Build-A-Bear Bubbly" Accessory, Silky Boxers, Little Black Dresses and More

ST. LOUIS (Jan. 29, 2019) – Relationships can be complicated, but this Valentine's Day, [Build-A-Bear® Giftshop™](#), the online destination for unique furry-friend gifts, is making gifting easier than ever. The beloved brand is offering a variety of pre-stuffed, bundled gift sets that are fun, flirty, or somewhere in between—with the option of adding a special Valentine's Day gift box—for friends, lovers, family, "TBD" couples and Galentines of all ages.

Great Gifts for Galentines

First on the calendar is Galentine's Day (Feb. 13), and Build-A-Bear Giftshop has [gift sets for every kind of gal pal](#). The **Pawlette® Galentine's Day Gift Bundle** includes a "Galentine's Over Valentine's" T-shirt and a bouquet of rainbow roses, and the **Pawlette® Plush Robe Gift Bundle** is ready for a cozy movie night with the ladies. The **Red Hot Red Hearts Bear Gift Set**, with a little black dress and a Build-A-Bear Bubbly plush bottle & glass set included, is perfect for party partners! Whether it's time for a spa day or a girls' night out, toasts to good friends are never a bad idea. Gals can visit the Build-A-Bear Giftshop for these and more great gifts, including a **Rainbow Stripes™ Sloth** and a **Lovable Llama™** (plus pajamas!).

Date-Night Starter Pack

Silky heart boxers, roses, bubbly and more—Build-A-Bear Giftshop has just what Valentines need for that special date night in or out. The **Lovable Lion™ Gift Bundle** includes a satin pajama-clad Lovable Lion with a **Build-A-Bear Bubbly** plush bottle and glass set, ready for romance! The **Happy Hugs™ Teddy Valentine's Day Gift Bundle** is wrapped in love, with an oversized plush heart around its head—plus satin boxers and a rose bouquet. **Devilish Happy Hugs™ Teddy Valentine's Day Gift Set** is perfectly playful in a red horned headband, cape, pitchfork and satin boxers. These and more [romantic Build-A-Bear Giftshop plush](#) are ready to get the party (for two) started.

"Palentine's" Gifts that are Just for Fun

Sometimes labels don't apply. For all those celebrating Valentine's Day with someone "just for fun," Build-A-Bear has curated [a selection of fun-loving, lighthearted gifts](#) sure to put a smile on their face. Pizza lovers will "cheese" over a **"You had me at pizza"** T-shirt-clad plush. Sushi enthusiasts will delight in a sushi date accompanied by a furry friend wearing the **"I like the way you roll"** T-shirt. New licensed products from some of the hottest movies and franchises are also available for superfan Valentines!

Cuddly Companions for Kids

Guests of Build-A-Bear Giftshop can surprise their little loved ones with a sweet furry friend for endless hugs this Valentine's Day, with choices from **Candy Paws Puppy** to **Lovable Lion** to **Candy Hearts Unicorn** Valentine's Day sets and [more](#). Parents also make their own perfectly personalized furry friend gift—complete with an outfit, accessories and the option of adding a [Record-Your-Voice™](#) sound chip that plays a special message when the furry friend is squeezed.

Better Together: Experience the Magic of the Workshop with your Valentine

Making a wish on a heart that is placed inside every furry friend, and recording a special message on a sound chip for a loved one, is a cherished experience for Guests of all ages. Valentine's Day is a great time to visit the Workshop with a friend, child, date or the whole family to make memories and new

furry friends together with love. Guests who visit a Workshop Feb. 1-3 and Feb. 8-10 can also participate in Valentine's Bingo and will receive a free Valentine's Day card with any purchase!

Mark the D8: Gr\$8 Offers on Gr\$8 Gifts

Gift-givers looking to save while they shop can take advantage of lovable Valentine's Day deals at Build-A-Bear Workshop. In stores Feb. 4-8, select furry friends will be only \$8 each. Additionally, throughout the five-day period, Build-A-Bear is offering \$8 off select furry friends in stores—including popular licensed characters! Guests are encouraged to sign up for [Build-A-Bear Bonus Club](#) to be among the first to find out full details and exclusions, and to learn about additional upcoming offers.

Share Virtual Bear Hugs + Other Ways to Spread the Love

Friends and loved ones near and far can still share a (virtual) hug with the new [Build-A-Bear bear hug GIFs](#)! The GIFs can be downloaded directly from [buildabear.com](#), or shared via social media, text or other messaging platforms with popular GIF keyboards by searching "Build-A-Bear." The brand has already exceeded its goal of sharing 1 million virtual hugs in 2019 and plans to add new bear hug GIFs to its collection throughout the year to continue sharing as many virtual hugs as possible.

Additionally, in the spirit of the company's mission to add a little more heart to life this Valentine's Day, Guests of Build-A-Bear Workshop can donate to **Make-A-Wish** at checkout in stores and online now through Feb. 27. All donations will go directly to Make-A-Wish and help grant wishes of children with critical illnesses, which can help them build physical and emotional strength.

Build-A-Bear invites Guests to share their Valentine's Day celebrations with the brand via [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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.com](#) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

About Make-A-Wish®

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Based in Phoenix, Arizona, Make-A-Wish is the world's largest wish-granting organization, serving children in more than 50 countries on five continents. With the help of generous donors and more than 32,000 volunteers worldwide, Make-A-Wish grants a wish somewhere in the world every 21 minutes on average. Since 1980, it has granted more than 350,000 wishes to children around the world. For more information about Make-A-Wish International, visit [worldwish.org](#) and for more information about Make-A-Wish America, visit [wish.org](#).

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