

## **Springtime Surprises: New “Scratch & Match” Gifts with Purchase, Scrambles™ Mix ‘n’ Match Gifts and In-store Activities in Bloom at Build-A-Bear Workshop®**

ST. LOUIS (April 11, 2019) – Build-A-Bear® is hatching a spring full of fun for every-bunny, including the opportunity to bring home FREE gifts with the purchase of furry friends, new creative collections to complete every Easter basket, and an in-store scavenger hunt—plus, Easter photo ops for the family.

### **Fun and Games: Gifts with Purchase and Events at the Workshop**

Beginning tomorrow, April 12, Guests who visit any Build-A-Bear Workshop® location will receive a free Spring Surprise Scratch & Match card with the purchase of a furry friend, while supplies last. Upon receiving the card, participants can scratch to reveal a free-gift offer valid with a furry friend purchase. Surprises can include a free heartbeat, scent, furry-friend T-shirt or reusable drawstring backpack, while supplies last. Full details and a disclaimer for Spring Surprise Scratch & Match are available at [buildabear.com/events](http://buildabear.com/events).

Additionally, on weekends in April, families can hop into the Workshop for a free in-store Easter-egg token scavenger hunt, as well as a photo opportunity with the Build-A-Bear bunny mascot, Pawlette™! Pawlette will be available for photos on Saturday, April 13 and Saturday, April 20 at 12 p.m. in all time zones.

More details on springtime events at the Workshop can be found at [buildabear.com/events](http://buildabear.com/events).

### **Egg-hunt Finds: Spring Furry Friends + New Scrambles™ by Build-A-Bear**

For those on the hunt for Easter gifts to complete their basket, [several new 16-inch bunny furry friends](#) are available in stores and online at [buildabear.com](http://buildabear.com), as well as colorful coordinating outfits, accessories and pre-stuffed gift sets. New 8-to-9-inch springtime Build-A-Bear Buddies™ are the perfect furry friends for taking along on Easter-egg hunts—and they fit right in the [plush Easter Basket Accessory!](#)

Gift-givers can mix up the Easter baskets this year with a slew of furry friends, plus the all-new Scrambles™ by Build-A-Bear! Available in stores only, Scrambles toy eggs come with a special, smiley 3-inch friend inside—from a unicorn to a puppy to a bear or bunny—plus, separate hands, feet and accessories for mix ‘n’ match creations. Collectors can scramble the pieces from all their Scrambles eggs to make fun new friends each time.

For the perfect (sugar-free) spring treat, Guests can now make their own [Dylan’s Candy Bar® Bear](#) in Build-A-Bear Workshop stores and at [buildabear.com](http://buildabear.com)—and add colorful Dylan’s Candy Bar outfits and fun accessories, such as a Dylan’s Candy Bar Pajama Set or Dylan’s Candy Bar Whirly Pop® Wristie! This is the first time Build-A-Bear Workshop and Dylan’s Candy Bar have teamed up to offer a collaborative collection that seeks to inspire creativity, heart, and the inner child in everyone—which is central to the missions of both brands.

### **Hop in to Give “Hugs N’ Hope” to Children in Need**

To further the company’s mission to add a little more heart to life, Build-A-Bear and Build-A-Bear Foundation™ are continuing to offer Guests the opportunity to help share comfort and hugs by making their own limited-edition [Hugs N’ Hope Bear](#) in stores or online. For every Hugs N’ Hope Bear sold—

while supplies last—Build-A-Bear will donate one teddy bear to Build-A-Bear Foundation to be given to a child in need.

Fans can stay tuned to the brand’s social media channels for Build-A-Bear Foundation updates, and visit [buildabear.com/giving](http://buildabear.com/giving) for more information on Build-A-Bear’s charitable giving efforts.

#### **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 450 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](http://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 \$336.6 million in fiscal 2018.

#### **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. Since 1997, Build-A-Bear and Build-A-Bear Foundation™ have donated more than \$50 million to a variety of organizations and in a number of ways. 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. The Foundation is committed to sharing teddy-bear hugs with nonprofit organizations and registered charities that support the well-being of children in areas where Build-A-Bear Guests and associates live, work and play. For more information, visit [buildabear.com/giving](http://buildabear.com/giving).

#### **About Dylan’s Candy Bar®**

Bar Dylan’s Candy Bar was founded in 2001 by Dylan Lauren with a mission to awaken the creative spirit and inner child in everyone. Renowned for merging the worlds of art, fashion and pop culture with candy, Dylan’s Candy Bar is the pioneer in changing the way we see candy today. As the largest state-of-the-art sweets emporium and candy lifestyle brand, Dylan’s Candy Bar is not your average “candy store.” The modern day candy land is home to over 7,000 candies from around the world, making it the most popular destination for the ultimate sugar rush experience.

Dylan’s Candy Bar freestanding stores are currently located in New York City at 60th Street and in Union Square; Chicago; Los Angeles; Miami and East Hampton. In addition to luxury boutiques in premier hotels, international airports and leading department stores, Dylan’s Candy Bar plans to continue expanding in major cosmopolitan cities in the U.S. and worldwide.

For more information about Dylan’s Candy Bar, visit [www.DylansCandyBar.com](http://www.DylansCandyBar.com). Follow them on Facebook, Twitter, Instagram and Pinterest @DylansCandyBar

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