

## CELEBEARATE THE SEASON: BUILD-A-BEAR WORKSHOP® INVITES FAMILIES TO SIGN THE NICE LIST, ENTER TO WIN THEIR WISH LIST & CAPTURE SHAREABLE FAMILY PHOTOS

*Guests can Make Wishes, New Christmas Traditions and Personalized Gifts at Workshop Locations Across the Country*

ST. LOUIS (Nov. 2, 2018) – [Build-A-Bear Workshop®](#) (NYSE:BBW) is helping families to take a break from the hustle and bustle of the holiday season to cherish the magic of Christmas with loved ones—even while out searching for the perfect gift. The family-fun destination is bringing exciting holiday experiences to Workshops across the country, including an opportunity to **sign the “Nice List”** and make sure kids (and kids at heart) are in good standing with Santa. BEARlievers can also participate in a **Wishes Scavenger Hunt** and enter to **win their Build-A-Bear Wish List**, now through Dec. 24!

Additionally, on weekends throughout December, **Bearemy®**, Build-A-Bear®’s beloved mascot, will don a Santa hat and be ready to take shareable **Christmas photos** with families at the Workshop. Photo ops with Bearemy will be available on Dec. 1, Dec. 8 and Dec. 15 at 1 p.m., local time, in all Workshop locations. More information about holiday in-store activities can be found at [buildabear.com/events](http://buildabear.com/events).

Once again this year, Build-A-Bear Workshop locations are offering the opportunity to **make days a little bit brighter for others** during the holidays. Now through Dec. 9, Guests can donate new, unwrapped toys to Toys for Tots at U.S. stores; to Boys and Girls Clubs of Canada in Canada stores; to Barnardo’s at U.K. stores; and to Barnardos Ireland at Ireland stores. Build-A-Bear Workshop Guests can also make a donation at checkout to benefit Marine Toys for Tots Foundation in U.S. stores; Boys and Girls Clubs of Canada in Canada stores; Barnardo’s in U.K. stores and Barnardos Ireland in Ireland stores, now through Dec. 26.

To turn up the Christmas spirit, families can also listen in to **Build-A-Bear Radio™** as the station begins playing holiday hits that kids and parents are sure to love. Anyone can sign up for a free Build-A-Bear Radio subscription at [dashradio.com/buildabear](http://dashradio.com/buildabear)—or listen in with the Dash Radio app for [iOS](#) or [Google Play](#)—for great music, fun segments, interviews and kid-inspired content.

### **Build-A-Bear Giftshop: Gifts with Heart for Everyone on the Nice List**

By stuffing, dressing and personalizing a Build-A-Bear furry friend—plus, making a wish on a special candy-cane heart before placing it inside—the cuddly companion becomes a unique and heartfelt gift for a loved one. Several new, festive friends are available in Build-A-Bear Workshop stores, and online at the [Build-A-Bear Giftshop](#) this season, with customizable options—from dressing, to accessorizing, to embroidery—perfect for friends and family.

The company’s proprietary [Merry Mission](#) collection is back this year with new, colorful friends who are ready to journey through the Candy Cane Forest. Glisten, the popular sparkly white reindeer, has returned as [Candy Cane Glisten](#)—with candy-cane antlers and hooves. Joined by a pretty pink [Swirl Unicorn](#), a cuddly [Merry Mint Bunny](#) and a majestic [Grey Gust Moose](#), the crew is ready to help fulfill wishes for kids on the Nice List.

[Timeless Teddy](#), the perfect traditional holiday gift, is a cuddly classic teddy bear with shaggy brown fur and a sweet smile. The bear’s paw pads are bright red, and [an online version](#) can be personalized with embroidery. Timeless Teddy is also available in all Build-A-Bear Workshop stores.

The Merry Mission [Santa's Reindeer](#) (which can be customized to be any of Santa's eight traditional reindeer), plus several new **licensed furry friends** and characters from popular movies, are also available in stores and online.

### **It's "BFD" Time at Build-A-Bear Workshop with Big Furry Deals on Furry Friends**

It's going to be a "BFD" at Build-A-Bear Workshop this year for **Black Friday** with **Big Furry Deals** in stores on Friday, Nov. 23, and at other select times throughout the season. Build-A-Bear Bonus Club members will be the first to find out about additional special offer details and surprises! Guests can sign up for the Bonus Club at [buildabear.com](http://buildabear.com).

### **Tune in for a Special Performance on the *Discover Adventure!* Float This Thanksgiving**

The Build-A-Bear "Discover Adventure!" float is back for more Thanksgiving fun this year in the **92<sup>nd</sup> Annual Macy's Thanksgiving Day Parade**<sup>®</sup>, featuring a special guest performing a holiday song! The Parade will air nationwide on NBC-TV, on Thursday, Nov. 22, 2018, from 9 a.m. – noon in all time zones.

### **New Build-A-Bear Holiday Experiences in More Places for Extra Family Fun**

Guests can find furry holiday fun in even more places this season, as Build-A-Bear Workshop is opening new locations at family-fun destinations such as the FAO Schwarz flagship in New York City, at THE POLAR EXPRESS<sup>™</sup> Train Ride experience at St. Louis Union Station, and at select Great Wolf Lodge, Bass Pro Shops and Cabela's locations.

More information about Build-A-Bear holiday furry friends, gifts, events and deals can be found at [buildabear.com](http://buildabear.com).

### **About Build-A-Bear<sup>®</sup>**

Build-A-Bear<sup>®</sup> 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](http://Buildabear.com) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder<sup>™</sup>, a shopping configurator that helps create customized gift options. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For<sup>®</sup> list for the 10<sup>th</sup> year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

###