



Build-A-Bear Workshop And American Red Cross To Distribute Teddy Bears To Families In Times Of Need

Retailer Donates 5,000 Furry Friends to the Humanitarian Organization to Help Comfort Those in Crisis

ST. LOUIS, July 20, 2017 /PRNewswire/ -- [Build-A-Bear](#) and the [American Red Cross](#) today announced an ongoing partnership to provide teddy bears to families when disaster strikes. This month, the American Red Cross received a donation from Build-A-Bear—a global brand kids love and parents trust—of 5,000 furry friends, which will be distributed during disaster-relief operations at the humanitarian organization's discretion.

"Unfortunately, our Guests, friends and neighbors are impacted by floods, fires and weather events each year," said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. "Our partnership with the American Red Cross allows Build-A-Bear to share the simple hug of a teddy bear with those affected by disasters, after their most critical needs are met. In conjunction with the generous volunteers and employees at the American Red Cross—who are there to assess each situation and provide vital necessities, like food, water and shelter—we hope to help comfort children in crisis."

"The Red Cross brings real help and hope after a disaster," said Cindy Erickson, Red Cross of Eastern Missouri chief operating officer. "This gift from Build-A-Bear gives us another way we can comfort the youngest survivors during a crisis. Whether it's a home fire, tornado or flood, these furry friends will ease the trauma for those we serve."

The 5,000 teddy bears have been allocated to the Red Cross' five Disaster Field Supply Centers in Reno, Nev.; St. Louis, Mo.; Carlisle, Penn.; Atlanta, Ga.; and Dallas, Texas, from which the organization can quickly deploy the bears to aid in comforting children wherever—and whenever—disaster strikes. For more information about Build-A-Bear Workshop, visit buildabear.com and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About Build-A-Bear

Celebrating 20 years of business in 2017, 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 approximately 400 stores worldwide where Guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, 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 ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international

humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

View original content:<http://www.prnewswire.com/news-releases/build-a-bear-workshop-and-american-red-cross-to-distribute-teddy-bears-to-families-in-times-of-need-300491577.html>

SOURCE Build-A-Bear

Beth Kerley, 314-423-8000 x5430, bethk@buildabear.com