

CELEBRATE YOUR MAMA BEAR WITH BUILD-A-BEAR THIS MOTHER'S DAY

Record Your Own Special Message to Personalize an Unforgettable Gift for Mom

ST. LOUIS, MO (April 30, 2024) – Build-A-Bear Workshop (NYSE: BBW) is here to celebrate mom this Mother's Day with an endless range of customizable gifts. The [Mother's Day Giftshop](#), available at your [local Build-A-Bear Workshop](#) or online at [buildabear.com](#), is a one-stop-shop for giftables, including thoughtful sets, huggable plushes, and a unique Teddy Bear Bouquet that will last FURever. Whether a thoughtful surprise from the kids or something to commemorate the holiday for a new mom-to-be, Build-A-Bear offers personalization features, such as Recording Your Voice, to make this gift the most meaningful ever.

PERSONAL TOUCHES TO MAKE EVERY MOM FEEL EXTRA SPECIAL

Go beyond the traditional card with sweet sentiments delivered in their own child's voice inside a furry friend for mom to hear for years to come with just the press of a paw. With Build-A-Bear's unique Record Your Voice feature, you can create a personalized message to capture a special heartfelt moment that mom will surely cherish. Build-A-Bear also offers a variety of sounds, music, special scents and accessories of your choice to make a plush extra special to your own mom.

A GIFT FOR EVERY MOM

Visit the Mother's Day Giftshop online at [BuildABear.com](#) or visit your nearest Build-A-Bear Workshop to enjoy the iconic and memory making bear-building experience in person.

From new moms to sentimental moms to dog moms, Build-A-Bear has something to make sure she knows she is the BEST this Mother's Day.

- [Teddy Bear Bouquet](#) is the best way to ensure your bouquet lasts FURever. This unique gift features three colorful teddy bears nestled amongst plush flowers to make an unforgettable surprise.
- [Timeless Teddy Bear Mama Bear Gift Set](#) features a cuddly Teddy holding its Build-A-Bear Buddies mini-me version - just like you and your mom! It's a unique way to send big bear hugs to the Best Mom for Mother's Day.
- [Pawlette Bunny Plush Best Mom Gift Set](#) is the perfect gift for the mom who says she doesn't want anything this Mother's Day. Who doesn't love a precious Pawlette Bunny? And her "Best Mom" tee, tulle skirt, and fuchsia sequin flats are sure to bring a smile to your mom's face.
- [Barkleigh Dog Stuffed Animal Dog Mother Gift Set](#) is the perfect gift for a mom who loves her pets as much as her kids. This pup looks doggone adorable in her cute "Dog Mother Coffee Lover" T-shirt. Her plush coffee cup wristie only adds to the fun of this cute gift set.
- [Barkleigh Dog Stuffed Animal Pink Velour Tracksuit Gift Set](#) is made for the mom who is a fashion icon. This dog is giving Y2K nostalgia sporting her own pink velour tracksuit with white flip flops and a plush margarita in her paw. This plush is sure to give mom a great laugh!
- [Mini Beans](#) are perfectly sized miniature plushes that match the full-sized Build-A-Bears. Share in the fun of Build-A-Bear with matching plushes for an adorable 'mommy-and-me' moment that will make play time that much more fun!

About Build-A-Bear

Build-A-Bear is a multi-generational global brand focused on its mission to "add a little more heart to life" appealing to a wide array of consumer groups who enjoy the personal expression in making their own

“furry friends” to celebrate and commemorate life moments. More than 500 interactive brick-and-mortar experience locations operated through a variety of formats provide guests of all ages a hands-on entertaining experience, which often fosters a lasting and emotional brand connection. The Company also offers engaging e-commerce/digital purchasing experiences on www.buildabear.com including its online “Bear-Builder” as well as “HeartBox” and its age-gated adult-focused “Bear Cave.” In addition, extending its brand power beyond retail, Build-A-Bear Entertainment, a subsidiary of Build-A-Bear Workshop, Inc., is dedicated to creating engaging content for kids and adults that fulfills the Company’s mission, while the Company also offers products at wholesale and in non-plush consumer categories via licensing agreements with leading manufacturers. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenues of \$486.1 million for fiscal 2023. For more information, visit the Investor Relations section of buildabear.com.

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