

TWICE AS NICE: BUILD-A-BEAR® INVITES FAMILIES TO MAKE A FURRY FRIEND AND “BUY ONE, GIVE ONE” TO A VULNERABLE CHILD FOR GIVING TUESDAY

For Every Furry Friend Purchased In Stores And Online Today Through 4 December, One Furry Friend Will Be Donated to Barnardo’s

ST. LOUIS (27 Nov. 2018) – ‘Tis the season for giving and giving back, and once again this year, **Build-A-Bear Workshop®** (NYSE:BBW) is inviting families to help make days a little bit brighter for vulnerable children at Christmas. Starting on **Giving Tuesday**, 27 November, and running through 4 December, anyone who visits a Workshop can give a bear to a vulnerable child, just by making their own furry friend as a keepsake or a personalised gift for a loved one!

For every furry friend purchased in Build-A-Bear Workshop stores across the UK and at buildabear.co.uk through 4 December, one teddy bear will be donated to Barnardo’s to be given to a vulnerable child — up to 5,000 bears. Shoppers who purchase a furry friend in stores during this timeframe will receive an “I Donated” sticker!

Additionally, from now through 9 December, Guests can donate new, unwrapped toys to Barnardo’s in stores, or make a donation at checkout to benefit Barnardo’s, both in stores and online, through 26 December.

Roger Parry, senior managing director for Build-A-Bear Workshop in Europe, said: “We are honoured to partner with Barnardo’s for the fourth consecutive year to help fulfill Build-A-Bear’s mission to add a little more heart to life. With the help of our Guests, we hope to provide even more teddy bear hugs to kids for Christmas.”

Barnardo’s Chief Executive Javed Khan said: “Christmas can be a difficult time of year for some children, young people and their families for many reasons, so it is lovely that Build-A-Bear plans to bring festive cheer to some of the vulnerable children we support by giving them their very own bear. We are also grateful Build-A-Bear Guests will be able to make donations to Barnardo’s at checkout online and in-store. The money raised will help fund our vital services which support hundreds of thousands of children, young people, parents, and carers every year.”

More information about Build-A-Bear’s charitable giving initiatives and Build-A-Bear Foundation® is available at buildabear.co.uk/giving.

Families are also invited to make wishes, new Christmas traditions and personalised furry friends at Build-A-Bear Workshop as they shop for the perfect gifts all season long. At locations across the country, Guests can sign the “Nice List,” participate in a Wishes Scavenger Hunt, take shareable photos with Build-A-Bear’s beloved mascot, Bearemy®, and enter to win their Build-A-Bear Wish List! More details on Christmas fun, special Christmastime deals and offers, and gifts for everyone on the Nice List are available on the [Build-A-Bear Press Room](#).

Notes to editors
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 customisable 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.co.uk is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customised gift options. In 2018, Build-A-Bear was named to the Sunday Times 100 Best Companies to Work For list for the third year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

About Barnardo's

Last year 301,100 children, young people, parents and carers were supported by Barnardo's through more than 1,000 services across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes.

We work to transform the lives of the UK's most vulnerable children and every year we help thousands of families to build a better future. But we cannot do it without you.

Visit www.barnardos.org.uk to find out how you can get involved. Registered charity No. 216250 and SC037605

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