

BUILD-A-BEAR WORKSHOP ‘COUNT YOUR CANDLES’ PROGRAM IS OFFERED YEAR-ROUND TO CHILDREN OF BONUS CLUB MEMBERS DURING A CHILD’S BIRTHDAY MONTH

Company Also Reminds Bonus Club Members to Print or Take a Screen Shot of Pay Your Age Day Vouchers by 11:59 p.m. CDT on 18 July, 2018

ST. LOUIS (17 JULY, 2018) – The [Build-A-Bear Workshop](#) Count Your Candles program—the initial inspiration behind the company’s first-ever Pay Your Age Day event—is a year-long offering that allows Guests 14 and under, who visit a Build-A-Bear Workshop store with a Build-A-Bear Bonus Club Member, to pay their age for the Birthday Treat Bear in the month of their birthday. A child turning four, for example, would have four candles on his or her cake and pay \$4 USD/ £4 GBP / \$4 CAD for Birthday Treat Bear, plus tax.

As shared in [a company press release on 9 July, 2018](#), Pay Your Age Day, which took place at Build-A-Bear Workshop stores in the U.S., U.K. and Canada on 12 July, 2018, was created to celebrate the simultaneous launch of the Count Your Candles program and the associated Birthday Treat Bear.

Also, as a reminder, each Member of the free Build-A-Bear Bonus Club can access one \$15 off Make-Your-Own furry friend voucher (U.S. and Canada Members) or a £12 off a Make-Your-Own furry friend voucher (U.K. Members) by 11:59 p.m. CDT on 18 July, 2018. Members must physically print or take a screen grab of the voucher and present it in stores by 31 August, 2018, to redeem.

To learn more about the year-round Count Your Candles program at Build-A-Bear Workshop, visit buildabear.co.uk/count-your-candles.

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 FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

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