



BUILD-A-BEAR WORKSHOP® OPENS POP-UP LOCATION AT SUPER BOWL LVII NFL EXPERIENCE

Commemorate Super Bowl LVII with a Build-A-Bear® Made at the Super Bowl NFL Experience

ST. LOUIS, MO (Feb 6, 2023) – Build-A-Bear has announced a new, temporary store opening at the [Super Bowl Experience at Phoenix Convention Center](#) located at 100 N 3rd Street, Phoenix AZ 85004. Opened on February 4th, this Workshop offers the signature Build-A-Bear Make-Your-Own experience, including the iconic Heart Ceremony, with an assortment of furry friends, accessories, and products that appeal to kids, teens and adults alike.

As part of the excitement leading to the Super Bowl, Build-A-Bear will be offering limited edition Super Bowl LVII tees and hoodies, as well as special Super Bowl LVII birth certificates for each furry friend made at the event. This Workshop will also feature tons of licensed gear from fan-favorite NFL teams!

“We’re so excited to be at the Super Bowl Experience at Phoenix Convention Center. We are joining the NFL’s football theme park filled with interactive games, star player autographs, and for the fourth year, the iconic Build-A-Bear bear-building experience,” said Chris Hurt, Chief Operations and Experience Officer. “For the past 25 years, the Build-A-Bear experience has had the power to add a little more heart to life in a unique way, and we are so excited to see it come to life at the Super Bowl Experience.”

In September 2022, Build-A-Bear Workshop opened a store at the [Fan Engagement Zone at The Hall of Fame Village](#), located in Canton, OH. The unique, one-of-a-kind Workshop features football inspired graphics throughout the store, as well as fun football themed photo opportunities. The store offers an expansive selection of professional football merchandise for a wide assortment of plush bears.

At Build-A-Bear Workshop, kids — and kids at heart — engage in a hands-on entertaining process to create their very own, personalized furry friends. The experience begins by choosing from a wide array of plush animals and then stuffing them with love with the assistance of a BEAR BUILDER® associate including participating in Build-A-Bear’s iconic Heart Ceremony. A wide range of clothing and accessories allows each new friend to be customized and unique. The process completes when Guests fill out a birth certificate and then take the new furry friend home in a signature Cub Condo™ carrying case. The personal nature of the interactive experience often fosters a lasting and emotional brand connection.

More information about Build-A-Bear Workshop stuffed animals, gifts, events and deals can be found at buildabear.com. Follow and share your stories with the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

ABOUT BUILD-A-BEAR WORKSHOP, INC. (NYSE: BBW)

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. Nearly 500 interactive brick-and-mortar retail 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 <https://www.buildabear.com/buildabear.com> including its online “Bear-Builder”, the animated “[Bear Builder 3D Workshop](#)” 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 revenue of \$411.5 million in fiscal 2021. For more information, visit the [Investor Relations](#) section of buildabear.com.

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