

## **BUILD-A-BEAR WORKSHOP CELEBRATES BACK TO SCHOOL SEASON WITH SPELLBINDING NEW ARRIVALS TO THE HARRY POTTER-INSPIRED COLLECTION AND “SEPTEMBEAR” SWEEPSTAKES**

*The magic continues with new Harry Potter™ furry friends and accessories including Hedwig™, Buckbeak™, and House relics and the chance to win furry friends for a year!*

**ST. LOUIS (September 7, 2021)** – Today, Build-A-Bear® launched enchanting additions to its Harry Potter-inspired collection. Guests can show off their House pride with new clothing and accessories, join the quest to collect House relics, or fly away with Hedwig and Buckbeak!

“We are thrilled to be bringing more magical fun to Build-A-Bear Workshop,” said Jennifer Kretchmar, Chief Digital & Merchandising Officer. “Wizarding World fans are sure to be captivated by these new additions to our Harry Potter collection. From magical creatures, to new ways to display your house pride, this enchanting assortment has something for everyone, whether you’re looking for the perfect gift for the Harry Potter fan in your life or adding a new furry friend to your own collection!”

Visit your local Workshop or experience the magic of making furry friends in the palm of your hand! The online Bear Builder tool is a great way to make unique, customized gifts perfect for the Harry Potter fan in your life by bringing the fun of Build-A-Bear to you – it even includes a virtual Heart Ceremony!

### **SHOW OFF YOUR HOUSE PRIDE**

Dress your bear in its Hogwarts house with themed hoodies featuring the house colors and crests of Gryffindor, Slytherin, Ravenclaw or Hufflepuff. The hood even has openings for your furry friend's ears! Complete the look with a matching house beanie!

Fans won't want to miss the plush Sword of Gryffindor perfect for your courageous Gryffindor House Bear.

The plush toy locket is inspired by the one owned by Salazar Slytherin himself. Witches and wizards of Slytherin house will appreciate the decorative runes and snake-like S on the locket.

"Wit beyond measure is man's greatest treasure!" Your furry friend will be reminded of these wise words every time they sport this magical Ravenclaw diadem. This plush toy crown is inspired by the iconic diadem of Ravenclaw house.

If you know your Hogwarts history, you know that this Hufflepuff Cup is a must-have item for any fan of Hufflepuff house! This plush golden cup features a badger on the front and has an elastic band so it can attach to your bear's paw.

### **MAGICAL CREATURES FLY INTO BUILD-A-BEAR WORKSHOP**

Harry Potter's loyal owl Hedwig is ready to fly into your collection! This feathery friend has snowy white fur, spotted wings, large yellow eyes and the Harry Potter logo on her left talon. Just as Hagrid gifted Harry Potter Hedwig on his birthday, this loyal toy owl makes a magical gift for any witch or wizard in your life!

Now you can take to the skies with your very own Buckbeak! A magical beast that's half eagle and half horse, this beloved Hippogriff has grey fur, soft plush claws and a fuzzy tail. Available exclusively online

at [www.buildabear.com](http://www.buildabear.com), it's the perfect companion for Care of Magical Creatures class or any magical adventure ahead!

### **WELCOME TO HOGWARTS**

Your Hogwarts acceptance letter is here! Receiving a letter by owl post is an ambition for any budding young witch or wizard. This replica letter has an elastic band so it can attach to any furry friend's paw. It features the Hogwarts School of Witchcraft and Wizardry crest and is signed by Professor McGonagall, Professor at Hogwarts and Head of Gryffindor House. You can write a name at the top of the letter to make a perfectly personalized gift for any Wizarding World fan!

### **CELEBRATE SEPTEMBEAR WITH BUILD-A-BEAR**

Win free furry friends for a year by entering the Build-A-Bear Workshop SeptemBEAR Sweepstakes! In honor of National Teddy Bear Day, celebrated annually on September 9, Build-A-Bear Workshop announced the month-long sweepstakes where fans can enter to win furry friends for a year. Forty Guests will win this great prize, with ten winners drawn each week. Guests ages 18 and older in the United States and Canada can enter at [www.buildabear.com/sweepstakes](http://www.buildabear.com/sweepstakes) and Guests in the United Kingdom can visit [www.buildabear.co.uk/prizedraw](http://www.buildabear.co.uk/prizedraw) to enter.

For product images, please click [here](#).

For more information about Build-A-Bear, visit [buildabear.com](http://buildabear.com), and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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### **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 500 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, third party retail locations and franchise stores in Africa, Asia, Australia, Europe, Mexico, the Middle East and South America. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenue of \$338.5 million in fiscal 2019. For more information, visit the Investor Relations section of [buildabear.com](http://buildabear.com).

### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products, part of Warner Bros. Global Brands and Experiences, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, Wizarding World, Looney Tunes, Hanna-Barbera, HBO, Cartoon Network and Adult Swim. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

### **About Wizarding World**

In the years since Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster Harry Potter films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognised as one of the world's best-loved brands. Representing a vast interconnected universe, it also includes two epic *Fantastic Beasts* films, (the third releasing in 2022), Harry Potter & The Cursed Child—the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions.

This expanding portfolio of Warner Bros. owned Wizarding World experiences also includes Harry Potter New York—a brand new flagship store, Warner Bros. Studio Tour London –The Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 3/4 retail shops.

The Wizarding World continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

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