



Build-A-Bear Donates 1,000 Teddy Bears to Royal Hospitals in Honour of the Birth of the Royal Baby

Commemorative Bears Were Given to Babies Born the Same Day as the UK's Newest Royal

LONDON – 8th MAY 2019 – As part of Build-A-Bear's everyday celebration of birthdays and in honour of the newest addition to the UK's royal family, the beloved brand today announced a donation of 1,000 teddy bears to a variety of royal hospitals, infirmaries and maternity units across the UK, which were gifted to babies born on the same day as the royal baby. Any remaining bears are being distributed to infants born at the hospitals in the days following the newest royal's birth.

As the nation has eagerly awaited the birth of the latest little royal, many prospective parents have been counting down to the arrival of their own tiny prince or princess. To celebrate this historic occasion and the special birthdays of new-borns across the country, 1,000 bears have been delivered to 10 royal hospitals chosen for their highly-commended maternity facilities:

- [Dumfries & Galloway Royal Infirmary](#)
- [Gloucestershire Royal Hospital](#)
- [Royal Albert Edward Infirmary](#)
- [Royal Bournemouth](#)
- [Royal Devon & Exeter](#)
- [Royal Hallamshire Hospital](#)
- [Royal Lancaster Infirmary](#)
- [Royal Surrey Country Hospital](#)
- [Royal Victoria Infirmary](#)
- [Sunderland Royal Hospital](#)

"We love birthdays at Build-A-Bear, and we know the anticipation of a royal baby causes a wave of excitement worldwide," said Roger Parry, senior managing director for Build-A-Bear Workshop in Europe. "We wanted to share the excitement with parents of new babies all over the UK by giving them special bear hugs to commemorate such a special day."

All 1,000 teddy bears include a commemorative tag as well as a special birth certificate marking their noble nature and their "birth" alongside their new owners.

To extend the celeBEARtion to Guests of all ages, Build-A-Bear is also offering **25% off a furry friend purchase** at buildabear.co.uk, now through Tuesday 14th May (full details can be found at buildabear.co.uk/royalbaby), using code "ROYALBABY"! Plus, a stylish "[#Royal](#)" [graphic furry-friend T-shirt](#) is available at buildabear.co.uk, while supplies last.

Additionally, Build-A-Bear **Bonus Club members** can share in the company's love for birthdays all year long. As part of the ongoing [Count Your Candles program](#) which launched last year, members who bring their child in to the Workshop during the month of the child's birthday can make their own [Birthday Treat Bear](#) for the price of the age they are turning! Every birthday celeBEARtion at Build-A-Bear includes a birthday Heart Ceremony, photo prop, birthday sticker, party hat and more. Guests can sign up for Build-A-Bear Bonus Club [here](#).



Build-A-Bear and Build-A-Bear Foundation™ have exciting plans to continue making days brighter for children in 2019 through upcoming partnerships and programs—from supporting [Barnardo's](#) and [Make-A-Wish® International](#) to donating bears to the [NSPCC](#) in celebration of National Teddy Bear Day.

Fans can stay tuned to the brand's social media channels for updates, and visit buildabear.co.uk/giving for more information on Build-A-Bear's charitable giving efforts.

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 450 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. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$336.6 million in fiscal 2018.

About Build-A-Bear Foundation™

Build-A-Bear® believes in the power of hugs and the simple comfort of having a furry friend by your side. Since 1997, Build-A-Bear and Build-A-Bear Foundation™ have donated more than \$50 million to a variety of organisations and in a number of ways. The Foundation is committed to sharing teddy-bear hugs with non-profit organizations and registered charities that support the well-being of children in areas where Build-A-Bear Guests and associates live, work and play. For more information, visit buildabear.co.uk/giving.

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