

**Build-A-Bear Celebrates Surpassing 25 Million Workshop Birthdays
With New Party Offer During the Biggest Birthday Month of the Year**
Free Party Package for Birthday Guest of Honour with August-Booked Event

ST. LOUIS, August 1, 2024 – Build-A-Bear Workshop, Inc. (**NYSE: BBW**) is celebrating birthdays with a Birthday Blitz throughout August, the month when the most people are born, according to the U.S. National Center for Health Statistics. For party bookings made in August, the birthday Guest of Honour gets to party for FREE! Book a party for five or more guests during the month of August and the birthday Guest of Honour builds their furry friend at no cost when the party is held before 31 January 2025. Party packages for other attendees start at just £17 per person which includes a make-your-own stuffed animal with endless customisation options. This offer is the perfect way to create unforgettable memories and celebrate the joy of birthdays with Build-A-Bear.

Over the past 25+ years, Build-A-Bear Workshop has been a cherished destination for over 25 million birthday celebrations, creating a memorable experience that has become a rite of passage for generations of children. Although the party experience has evolved through the years, the birthday party package at Build-A-Bear continues to include a furry friend for each guest and a special Heart Ceremony where all attendees wish on the heart and place it inside the teddy bear for the birthday Guest of Honour. To add to the fun, guests enjoy engaging games, special recognition for the Guest of Honour, and of course, the bell-ringing and beloved Build-A-Bear version of the birthday song.

"Birthdays, especially for children, are incredibly important life milestones. We are delighted that we are so often selected as a desired birthday destination. Because these celebrations occur every day at our Workshops around the globe, birthdays account for about one-third of our total retail business," said Sharon Price John, President & CEO at Build-A-Bear Workshop. "In fact, other Build-A-Bear parties, beyond birthdays, have also become a popular way to commemorate a variety of special occasions from a team making the cheer squad to a classroom field trip where guests can choose from a variety of exciting themes to personalise their party, ensuring the one-of-a-kind experience that our company is known for."

To take advantage of the Birthday Blitz package for the Guest of Honour, parties must be booked by 31 August 2024, and celebrated before 31 January 2025. Don't miss this opportunity to make your birthday truly special at Build-A-Bear Workshop – the perfect place to celebrate "the stuff you love!"

For more information and to book your birthday party, visit [Host a Party at Build-A-Bear Workshop® \(buildabear.co.uk\)](https://www.buildabear.co.uk).

Birthday Blitz Promotion Details:

- Birthday parties must be booked by 31 August 2024 and must be held before 31 January 2025.
- Parties must include five (5) or more guests and is valid on one party only.
- Offer is not valid on a previously scheduled Build-A-Bear birthday party.
- Free plush and clothing/accessory valid for items in selected party package only; product selection varies by party package.
- The offer cannot be combined with any other offers and is not redeemable for cash.

- Full promotion details can be found at <https://www.buildabear.co.uk/party-promo-disclaimer.html>

About Build-A-Bear

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. More than 500 interactive brick-and-mortar experience 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 brand’s newest communications campaign, "The Stuff You Love," commemorates more than a quarter-century of creating cherished memories worldwide. The Company also offers engaging e-commerce/digital purchasing experiences on www.buildabear.co.uk including its online “Bear-Builder” as well as “HeartBox” 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 revenues of \$486.1 million for fiscal 2023. For more information, visit the Investor Relations section of buildabear.com.

PR Contact

pr@buildabear.com