

**CeleBEARating LOVE OF ALL KINDS: BUILD-A-BEAR® GIFTSHOP OFFERS VALENTINE'S DAY GIFT
OPTIONS FOR EVERY RELATIONSHIP STATUS**

*New Gift Sets Include Spa Robes, "Build-A-Bear Bubbly" Accessory, Silky Boxers, Little Black Dresses and
More*

ST. LOUIS (29 Jan. 2019) – Relationships can be complicated, but this Valentine's Day, [Build-A-Bear® Giftshop™](#), the online destination for unique furry-friend gifts, is making gifting easier than ever. The beloved brand is offering a variety of pre-stuffed, bundled gift sets that are fun, flirty, or somewhere in between—with the option of adding a special Valentine's Day gift box.

Great Gifts for Galentines

First on the calendar is Galentine's Day (13 Feb.)—a day to celebrate all fabulous female friends—and Build-A-Bear Giftshop has [gift sets for every kind of gal pal](#). The **Pawlette™ Plush Robe Gift Bundle** is ready for a cosy movie night with the girls. The **Red Hot Red Hearts Bear Gift Set**, with a little black dress and a Build-A-Bear Bubbly plush bottle & glass set included, is perfect for party partners! Whether it's time for a spa day or a girls' night out, toasts to good friends are never a bad idea. Gals can visit the Build-A-Bear Giftshop for these and more great gifts.

Date-Night Starter Pack

Silky heart boxers, roses, bubbly and more—the Build-A-Bear Giftshop has just what Valentines need for that special date night in or out. The **Lovable Lion Gift Bundle** includes a satin pyjama-clad Lovable Lion with a **Build-A-Bear Bubbly** plush bottle and glass set, ready for romance! The **Happy Hugs Teddy Valentine's Day Gift Bundle** is wrapped in love, with an oversized plush heart around its head—plus satin boxers and a rose bouquet. **Devilish Happy Hugs Teddy Valentine's Day Gift Set** is perfectly playful in a red horned headband, cape, pitchfork and satin boxers. These and more [romantic Build-A-Bear Giftshop plush](#) are ready to get the party (for two) started.

Lighthearted Gifts for Someone in "Like"

Sometimes labels don't apply. For all those celebrating Valentine's Day with someone "just for fun," Build-A-Bear has curated [a selection of fun-loving, lighthearted gifts](#) sure to put a smile on their face. The **Lovable Llama** (with pyjamas!) and **Rainbow Stripes Sloth** are ready to "hang" out, and new licensed products from some of the hottest movies and franchises are available in bundles with a Valentine's Day twist for superfans.

Better Together: Experience the Magic of the Workshop with your Valentine

Making a wish on a heart that is placed inside every furry friend, and recording a special message on a sound chip for a loved one, is a cherished experience for Guests of all ages. Valentine's Day is a great time to visit the Workshop to make memories and new furry friends together with love.

Mark the D8: Gr£8 Offers on Gr£8 Gifts

Gift-givers looking to save while they shop can take advantage of lovable Valentine's Day deals at Build-A-Bear Workshop. In stores 4-8 Feb., select furry friends will be only £8 each. Additionally, throughout the five-day period, Build-A-Bear is offering £8 off select furry friends in stores—including popular licensed characters! Guests are encouraged to sign up for [Build-A-Bear Bonus Club](#) to be among the first to find out full details and exclusions, and to learn about additional upcoming offers.

Share Virtual Bear Hugs + Other Ways to Spread the Love

Friends and loved ones near and far can still share a (virtual) hug with the new [Build-A-Bear bear hug GIFs](#)! The GIFs can be downloaded directly from buildabear.co.uk, or shared via social media, text or other messaging platforms with popular GIF keyboards by searching “Build-A-Bear.” The brand has already exceeded its goal of sharing 1 million virtual hugs in 2019 and plans to add new bear hug GIFs to its collection throughout the year to continue sharing as many virtual hugs as possible.

Additionally, in the spirit of the company’s mission to add a little more heart to life this Valentine’s Day, Guests of Build-A-Bear Workshop can donate to **Make-A-Wish International** at checkout in stores and online now through 27 Feb. All donations will go directly to help grant the wishes of children with critical illnesses, which can help improve a child's quality of life and produce better health outcomes.

Build-A-Bear invites Guests to share their Valentine’s Day celebrations with the brand via [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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

About Make-A-Wish® International

Make-A-Wish® creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Phoenix, Arizona, Make-A-Wish is the world’s leading children’s wish-granting organization, serving children in more than 50 countries worldwide. Together, generous donors, supporters, staff and more than 45,000 volunteers grant a wish every 17 minutes, on average, somewhere in the world. Since 1980, Make-A-Wish has granted nearly 480,000 wishes to children; more than 30,000 in 2018 alone. For more information about Make-A-Wish International, visit worldwish.org.

###