

**CRAZY 8 “REINDEALS”: BUILD-A-BEAR WORKSHOP® KICKS OFF DECEMBER WITH 8 DAYS OF DEALS,  
INCLUDING £8 FURRY FRIENDS**

*Select Popular Furry Friends Will Be £8 from 1- 8 December With New Plush Offered Each Day; Additional Furry Friends Will Also Be £8 Off*

ST. LOUIS (29 Nov. 2018) – To kick off the countdown to Christmas, Build-A-Bear Workshop (NYSE:BBW) today announced eight days of deals happening 1-8 December as part of the experiential retailer’s **Crazy 8 “ReinDEALS”** event. On each day, from 1-8 December, a selection of furry friends—including some of the hottest licensed characters—as well as select clothing items will be **£8 each**, while supplies last. Each day of the sale, the Crazy 8 “ReinDEALS” furry friends and clothing items that are part of the day’s £8 offer will be revealed via email to Build-A-Bear Bonus Club members. Guests are encouraged to [sign up for the Bonus Club](#) to be among the first to see which furry friends are on sale.

Build-A-Bear is also offering **£8 off select furry friends** throughout the eight-day period.

In addition, for every furry friend purchased in Build-A-Bear Workshop stores across the UK and at [buildabear.co.uk](http://buildabear.co.uk) from 29 November through 4 December, one teddy bear will be donated to Barnardo’s and given to a vulnerable child—up to 5,000 bears. Shoppers who purchase a furry friend in stores during this timeframe will also receive an “I Donated” sticker.

To help even more children have a merry Christmas, from 29 November through 9 December, Guests can donate new, unwrapped toys to Barnardo’s in Build-A-Bear Workshop stores, or make a donation at checkout to benefit Barnardo’s, both in stores and online, from 29 November through 26 December. More information on Build-A-Bear’s charitable giving initiatives is available at [buildabear.co.uk/giving](http://buildabear.co.uk/giving).

Families are also invited to make wishes, new Christmas traditions and personalised furry friends at Build-A-Bear Workshop as they shop for the perfect gifts all season long. At locations across the country, Guests can sign the “Nice List,” participate in a Wishes Scavenger Hunt, take shareable photos with Build-A-Bear’s beloved mascot, Bearemy®, and enter to win their Build-A-Bear Wish List! More details on Christmas fun, special Christmastime deals and offers, and gifts for everyone on the Nice List are available on the [Build-A-Bear Press Room](#).

Fans can follow Build-A-Bear on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#) to keep up with the latest events, promotions and brand news.

**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](http://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.

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