



***** MEDIA ALERT *****

Build-A-Bear® CeleBEARates National Hug Day with hugs from Mascot Bearemy® to Support Make-A-Wish®

Retailer to donate \$1 for every hug from Bearemy in stores Jan. 21

ST. LOUIS (JAN. 16, 2018) — National Hug Day is just around the corner, and this year [Build-A-Bear Workshop®](#), Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, is celeBEARating with bear hugs for an important cause! Join in the fun and embrace the power of hugs with Bearemy®, the Build-A-Bear mascot, in Build-A-Bear Workshop stores across the country.

WHAT: Build-A-Bear Workshop is inviting Guests to visit local stores at 1 p.m. (all time zones) on National Hug Day and give a bear hug to Bearemy, the ambassador of hugs. For every hug from Bearemy, Build-A-Bear Foundation will donate \$1 to Make-A-Wish (up to \$15,000).

Additionally, now through Feb. 15, 2018, U.S. Guests of Build-A-Bear Workshop can support [Make-A-Wish®](#) by making a donation in stores or online.

All donations will go directly to Make-A-Wish and help grant wishes of children with critical illnesses, which can help them build physical and emotional strength.

WHEN: **1 p.m. (all time zones) on Jan. 21, 2018**

WHERE: **Build-A-Bear Workshop stores**
For store locations, please visit:
<https://www.buildabear.com/storefinder>

VISUALS:

- Guests giving hugs to Bearemy
- Build-A-Bear Workshop make-your-own furry friend experience

For more information, please contact:

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About Build-A-Bear

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where Guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

About Make-A-Wish

Make-A-Wish® grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Based in Phoenix, Arizona, Make-A-Wish is the world's largest wish-granting organization, serving children in more than 50 countries on five continents. With the help of generous donors and more than 32,000 volunteers worldwide, Make-A-Wish grants a wish somewhere in the world every 21 minutes on average. Since 1980, it has granted more than 350,000 wishes to children around the world. For more information about Make-A-Wish International, visit worldwish.org and for more information about Make-A-Wish America, visit wish.org.

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