



Hop into Spring with the Build-A-Bear Workshop Easter Collection

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ST. LOUIS, March 19, 2015 /PRNewswire/ -- [Build-A-Bear Workshop](#)® (NYSE: BBW), is celebrating the arrival of spring with its [2015 Easter Collection](#). The Easter line features an assortment of customizable furry friends with unique personalization options, from sounds to accessories.



Build-A-Bear's bunnies — starring Bright Blooms Bunny, Chocolate Bunny and Marshmallow Bunny — are available fully accessorized or custom-made with a variety of accessories, such as miniature **Easter** baskets, bouquets and even bunny ears headbands. These 16-inch furry friends start at \$18 and can be further personalized with a [Build-A-Sound](#)® message, which guests can record in-store or over the phone.

For something more compact, but just as cute for **Easter baskets**, the **Build-A-Bear Buddies**™ line has ready-made options for quick pick-up in-store or online. Starting at \$10, customers can choose from the Rainbow Daisies Bunny; Pink, Purple, Blue or Yellow Spring Chick; or Lovey Lamb. The Buddies collection even has their own, specially sized clothing and accessories to fit their miniature scale, from "Hoppy Easter" T-shirts to Easter egg and bunny costumes.

"This year's Easter product assortment taps into our most successful offerings of the past plus more accessories and options for the season's iconic bunnies, chicks and lambs," said **Jennifer Kretchmar**, **chief product and innovation officer, Build-A-Bear**. "Easter is a season to celebrate family and tradition, and

our personalization options give gift givers a chance to put a special touch on a memorable gift for their loved ones."

For the first time, Build-A-Bear is also offering full-sized children's [Easter baskets](#) that can be embroidered with a child's name or special message for an extra personal touch. The children's baskets match the mini baskets for Easter furry friends to extend play fun and gifting options.

The entire collection is available both in stores and online through April 5.

About Build-A-Bear Workshop, Inc.

Founded in St. Louis in 1997, Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are approximately 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and Denmark, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, and Mexico. The Company was named to the FORTUNE 100 Best Companies to Work For® list for the seventh year in a row in 2015. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$392.4 million in fiscal 2014. For more information, call 888.560.BEAR (2327) or visit the Investor Relations section of its Web site at buildabear.com®.

Trademarks

We thank you for your interest in covering our business! As you write your story, we would ask that you use our full name: Build-A-Bear® and that, when referencing the process of making stuffed animals, you use the word "make" not "build." Build-A-Bear is our well-known trade name and a registered trademark of Build-A-Bear Retail Management, Inc. As such, Build-A-Bear® should only be used in capital letters to refer to our products and services and should not be used as a verb. Thank you!

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