



Xpress Your Inner Monster and Mix It Up with New Monster Mixters from Build-A-Bear Workshop

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'Some Assembly Required' with Brand's Newest Customizable Collection

ST. LOUIS, July 28, 2016 /PRNewswire/ -- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, today unveiled its newest propriety property, **Mixters**, a mixable, one-of-a-kind collection. The first **Monster Mixters** line includes two body options, four leg designs and four arm styles, which are sold together as a set. Additional Monster Mixters parts, including hands, feet and wings, a monster sound chip and costumes, are sold separately.



The exclusive Mixters in-store play experience allows guests to choose a body, pick legs and grab arms of their choice to truly customize a new furry friend from head to toe.

Monster Mixters officially launch today at U.S. and U.K. Build-A-Bear Workshop stores, as well as on [buildabear.com](#) and [buildabear.co.uk](#). Guests can also create their own Mixer friend online with the "[Make A Mixer](#)" digital experience. Monster makers can take part in an interactive activity that mimics the in-store fun online. After creating their furry friend, guests can print out or purchase their creation via the web.

The Story of Monster Mixters

No one knows for sure how Monster Mixters got here. Legend has it, they came from (NAME OF

IMAGINARY PLACE), a land far, far away and arrived at Build-A-Bear Workshop in pieces, waiting for monster fans to pick their parts and assemble (ADJECTIVE) Monster Mixters.

They begin with a rainbow or blue monster body, and their maker's creativity takes care of the rest! With all the imaginative possibilities, makers can Xpress their inner monster and assemble an original (ADJECTIVE) friend with cool (NAME OF BODY PART), (COLOR) arms, and a(n) (ADJECTIVE) body. They're the perfect companions for (VERB ENDING IN -ING) or even (VERB ENDING IN -ING).

The verdict is still out on what Monster Mixters like to eat, whether it's (NAME OF FOOD) or (NAME OF FOOD), but we're sure Build-A-Bear Workshop guests will find out when they take their Monster Mixters home to play (NAME OF GAME).

These customizable creatures are only available at Build-A-Bear Workshop, and monster-makers can share photos of their Monster Mixters creations with hashtag #MonsterMixers on (NAME OF SOCIAL MEDIA PLATFORM).

Visit buildabear.com for more news and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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, and the United Kingdom, 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 eighth year in a row in 2016. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$377.7 million in fiscal 2015. For more information, visit buildabear.com.

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