



Save The Date: Build-A-Bear Workshop To Celebrate National Teddy Bear Day With Two \$5 Furry Friends On September 9

September 6, 2016

Retailer to offer one-day-only, in-store event featuring commemorative \$5 bear, two additional \$5 teddy bears and a donation match for three charitable organizations

ST. LOUIS, Sept. 6, 2016 /PRNewswire/ -- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination for creating personalized furry friends, is inviting guests to celebrate the brand's favorite holiday, National Teddy Bear Day, in stores on Sept. 9 with \$5 teddy bears, all while helping children across the globe.



To mark the occasion, guests of Build-A-Bear Workshop stores can make their own limited-edition National Teddy Bear Day bear for just \$5 (USD) / \$5 (CAD) / £5 (GBP), plus applicable taxes, in U.S., Canada and U.K. stores on Friday, Sept. 9. This is the first time the brand has created a commemorative bear for National Teddy Bear Day. Two additional bears will also be available for \$5 each: Lil' Vanilla Bean Cub and Lil' Hazelnut Cub. Each guest can purchase a maximum of five \$5 bears, while supplies last.

In the spirit of the brand's mission to "add a little more heart to life," for every \$5 bear purchased on Sept. 9, Build-A-Bear will donate a furry friend to one of three charitable organizations: [Toys for Tots](#) in the United States, up to 30,000 furry friends; [Boys and Girls Clubs of Canada](#) in Canada, up to 1,000 furry friends; and [Childhood First](#), along with other children's charities, in the United Kingdom, up to 6,000 furry friends.

"We celebrate teddy bears every day, but Build-A-Bear Workshop is commemorating National Teddy Bear Day with exclusive \$5 furry friends and a heart-felt opportunity to share the hug of a teddy bear with kids in need," said Gina Collins, chief marketing officer, Build-A-Bear Workshop. "With the support of our charitable partners around the world, we hope to help as many children as possible experience the joy of a new furry friend during this fun, in-store event."

During the week of National Teddy Bear Day, teddy bear fans can:

- Visit BuildABear.com/TeddyBearDay to learn more about the in-store event and find a nearby Build-A-Bear Workshop location.
- Attend the National Teddy Bear Day Twitter Party hosted by Build-A-Bear Workshop on Thursday, Sept. 8, at 9 p.m. ET to answer fun trivia, interact with the brand and qualify for the chance to win prizes. For more information, visit <http://bit.ly/2bCHkQU>.
- Follow the brand on [Facebook](#), [Twitter](#), and [Instagram](#) and share a favorite teddy bear or Build-A-Bear Workshop memory with hashtag #NationalTeddyBearDay and @BuildABear.

The brand will celebrate its 20th birthday in 2017, and 2016's National Teddy Bear Day marks the kick-off of more than a year of celebrations.

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 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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SOURCE Build-A-Bear Workshop, Inc.