



Just Hatched: Build-A-Bear Workshop Rolls Out New 'Make-Your-Own Springtime Fun' Collections

March 15, 2017

New Easter furry friends, sweet spring-y animals and exciting licensed characters will hop into Build-A-Bear Workshop stores and debut at buildabear.com and buildabear.co.uk in March and April

ST. LOUIS, March 15, 2017 /PRNewswire/ -- [Build-A-Bear Workshop](http://Build-A-Bear-Workshop), Inc. (NYSE:BBW) – an interactive destination for making personalized furry friends – invites Guests of all ages to spring into stores starting this month to graze budding new products and "pick" the perfect gifts for those on their Easter list.



While supplies last. Outfits and accessories sold separately.

Several new furry friends have already hopped into stores, and more will hatch later in March or April. To make these springtime gifts even more fun, Guests can add a personalized voice message to any Make-Your-Own furry friend by creating a [Build-A-Sound® recordable sound chip](#), available in Build-A-Bear Workshop stores and online.

Grab your Easter basket and get ready to hunt for these great gifts:

Available Now

Build-A-Bear Workshop continues the tradition of Make-Your-Own Easter fun by introducing five new [Make-Your-Own Easter furry friends](#)! **Spring Splash Bunny, Cocoa Crème Bunny and Spotty Dotty Bunny** are ready to pounce into your Easter celebration, and the vibrant **Cheerful Chirps Chick** is sure to put a smile on your face. The online-only **Vanilla Swirls Lamb** is soft, cuddly and sweet as can be, and Guests can customize the paw pad with embroidery for an extra-special gift. Guests can also add a [Hide & Go Beep™](#) sound chip to any furry friend to experience the fun, classic game with sound! Squeeze your

furry friend to start the beep ... then, hide it, find it, and squeeze it again! Hide & Go Beep™ sounds are available in Build-A-Bear Workshop stores and online.

The weather is perfect for a walk in the park with a pet. Experience the fun of pet ownership with our newest [Promise Pets™](#) – **Shih Tzu, Tuxedo Cat and Copper Golden Retriever** – now available in Build-A-Bear Workshop stores and at buildabear.com! A cuddly **Lop Bunny** is also available [online](#). The latest Promise Pets accessories – such as hair extensions and a new sparkling leash and collar (all sold separately) – offer even more ways to play.

Raise your pinky and put on your fancy dress – it's time for tea! Host an elegant afternoon tea party with friends and furry friends alike, including the new [Make-Your-Own Time for Tea Bear](#), and let your imagination soar. Satin pink paw pads and a flower print on its white fur make this furry friend the perfect tea companion. Complete its party look with a sequin dress and pink floppy hat accessory – and don't forget the pretty pink tea party set! All available in Build-A-Bear Workshop stores and online.

My Little Pony® fans know that ponies stick together always. [Starlight Glimmer®](#) has joined forces for good with the ponies of Equestria; and just in time for spring, she has joined the [My Little Pony collection](#) at Build-A-Bear Workshop! The beautiful unicorn pony has a shimmering purple and teal mane and a pink coat complete with her signature cutie mark. Guests can personalize Starlight Glimmer with My Little Pony outfits and accessories, sold separately in Build-A-Bear Workshop stores and at buildabear.com.

Debating in March

For Guests who've caught spring fever, baby fever, or something in between ... new Build-A-Bear Workshop baby animals will arrive later this month! With big, youthful eyes and adorably fuzzy fur, the gentle **Panda Cub** and fiercely cute **Tiger Cub** – coming soon to Build-A-Bear Workshop stores and buildabear.com – will be ready to explore. Cuddle with them, care for them and play with them, and they'll love you right back!

Springtime is the best time to go horseback riding with the Build-A-Bear Workshop **Horses & Hearts Riding Club**. This March, a **Grey Arabian Horse** – one of the world's oldest breeds – joins the club and will be available at buildabear.com! With a snow white coat and exceptional speed and endurance, this breed stands out from the rest. Add hair extensions, a saddle and bridle, and more to learn what it's like to care for your own horse! View the full [Horses & Hearts Riding Club collection](#) and watch the new [Bearville Alive! episode](#) at buildabear.com. The Grey Arabian Horse will be available online in March and will roll out to Build-A-Bear workshop stores later this year.

Arriving in April

Aspiring bakers won't be able to resist **Cakes N' Treats Bear**, a furry friend who's ready to whip, stir and whisk its way into the Build-A-Bear Workshop baking collection this April. With bright blue fur, pink ears and paw pads and cupcake emblems on its chest and paws, this bear will be ready to help with the next baking adventure – especially when accompanied by dessert-inspired outfits and accessories!

Guests who love playtime, cuddles and beautiful pastel colors will love the adorable **Pastel Swirl Kitty**. This fancy feline with soft pink, purple and blue fur is swirling into Build-A-Bear Workshop stores and buildabear.com this April. Make your own Pastel Swirl Kitty and add cute new outfits and accessories to give her a unique springtime style for sunny day adventures.

Real Life Furry Friends: Supporting Happy Homes for Pets

This spring, Build-A-Bear Workshop and Build-A-Bear Foundation have partnered with Petfinder Foundation to help teach children about the kindness, compassion and responsibility associated with owning a pet.

April 1 – May 31, Build-A-Bear Workshop Guests can make a donation in stores or online to support Petfinder Foundation's local outreach programs that educate children about pet ownership. All money collected will go directly to the national grant program administered by Petfinder Foundation.

'Hoppy' 20th Birthday, Build-A-Bear Workshop!

Save the date: Build-A-Bear Workshop continues the 20th birthday celebrations this spring with monthly in-store Parties on the 20th! The next event will be held on Monday, March 20. Visit buildabear.com/20th-birthday for more information.

For more information about Build-A-Bear Workshop, visit buildabear.com and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About Build-A-Bear

Celebrating 20 years of business in 2017, 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 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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/just-hatched-build-a-bear-workshop-rolls-out-new-make-your-own-springtime-fun-collections-300423301.html>

SOURCE Build-A-Bear Workshop, Inc.

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