



## Makeup Artist Keely Joins the Honey Girls Collection at Build-A-Bear Workshop

June 22, 2017

*New Colorful Leopard Brings West-Coast Flair to Girl Band as they Hit Los Angeles*

**ST. LOUIS (June 22, 2017)** – [Build-A-Bear](#) Workshop, Inc. (NYSE:BBW), an interactive destination where Guests can create personalized furry friends, today launched [Keely](#), the newest addition to its beloved Honey Girls collection, as the band takes on Los Angeles for the first time.

After performing on New Year's Eve in New York City, the Honey Girls headed to L.A. to shoot their first music video! Original Honey Girls Teegan, Risa and Viv have always been brighter together. Now, they're expanding their horizons by experiencing a new city and have expanded their friendships by welcoming Keely into their group.

[Keely](#) is a colorful leopard makeup artist from L.A. and loves nothing more than using her creativity to celebrate her life and the people in it. With pink, orange and yellow leopard spots; bright fuchsia and orange hair; and sparkly purple ears, she's ready to give the Honey Girls a touch of L.A. glam. Guests can add her sequin top and pants set, her makeup apron set, sparkly hair accessories and black fringe boots!

[Teegan](#), [Risa](#) and [Viv](#) have become even more camera ready with Keely's help! They now have brighter, more vibrant fur and sparkles all over. Teegan and Risa are available online as well as in Build-A-Bear Workshop stores, and Viv is available exclusively at [buildabear.com](#) and [buildabear.co.uk](#). The updated Honey Girls furry friends are accompanied by exciting new outfits and accessories perfect for the L.A. scene.

While in L.A., the Honey Girls shot a music video featuring a remix of their popular song "Gotta Go Big"! Join in the fun by watching the new behind-the-scenes video of their adventure [here](#). Check out all the Honey Girls songs and videos at [buildabear.com/HoneyGirls](#) as well as on [YouTube](#), and sing along to your favorite hits!

Fearless lead singer Teegan; talented inventor and drummer Viv; and creative guitarist Risa met and formed their band, the Honey Girls, while they were in school together. Each has her own signature song and strengths that help the friends "**be brighter together.**"

Guests of all ages are invited to visit their local Build-A-Bear Workshop store July 14-16, 2017 to celebrate "Honey Girls Brighter Together Weekend" and participate in fun Honey Girls activities and special offers! More information will be provided at [buildabear.com/events](#) next month.

To learn more about the Honey Girls collection and story, visit [buildabear.com/HoneyGirls](#).

For more information about Build-A-Bear, 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](http://buildabear.com).

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