



## **Great Place to Work® and FORTUNE Name Build-A-Bear Workshop One of the Best Workplaces for Millennials**

June 27, 2017

**ST. LOUIS (June 27, 2017)** – For the third consecutive year, [Build-A-Bear Workshop](#), Inc. (NYSE:BBW)—an interactive destination for making personalized furry friends—has been named to the [Best Workplaces for Millennials list](#), according to global research and consulting firm Great Place to Work® and FORTUNE.

Build-A-Bear Workshop ranked No. 57 out of 100 companies on the 2017 list, which is based on Millennial employees' perceptions of their managers' competence, respect and fairness in the workplace, meaningful work and other elements essential for an outstanding workplace. While many companies report high turnover among younger workers, an average of 85 percent of Millennial front-line employees at the Best Workplaces say they want to work at their organizations for a long time.

The Best Companies to Work For is one of a series of rankings by Great Place to Work® and FORTUNE based on employee survey feedback from [Great Place to Work®-Certified™ organizations](#). Build-A-Bear Workshop also ranked as a best workplace on the following lists by Great Place to Work® and FORTUNE: the 2017 100 Best Companies to Work For® list (for the ninth consecutive year); the 2016 Best Workplaces for Women list (for the second consecutive year); the 2016 Best Workplaces in Retail list (for the second consecutive year); the 2016 Best Workplaces for Diversity (for the second consecutive year); the 2016 Best Workplaces for Flexibility list; and the 2015 Best Workplaces for Camaraderie list.

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](#).

### **About the Best Workplaces for Millennials**

Rankings are based on feedback from over 398,000 employees at Great Place to Work– Certified™ organizations. An anonymous Trust Index© survey assessed Millennial employees' experience of their

managers' competence, respect and fairness in the workplace, meaningful work and other elements essential for an outstanding workplace. Results were compared to colleagues' responses from other generations. Rankings also take into account the consistency of experience for all Millennials, across various job roles and demographic backgrounds.

### **About Great Place to Work**

[Great Place to Work](#) is the global authority on high-trust, high-performance workplace cultures. Through its [certification programs](#), Great Place to Work recognizes outstanding workplace cultures and produces the annual Fortune "100 Best Companies to Work For®" and Great Place to Work Best Workplaces lists for Millennials, Women, Diversity, Small and Medium Companies, industries and, internationally, countries and regions. Through its [culture consulting services](#), Great Place to Work helps clients create great workplaces that outpace peers on key business metrics like revenue growth, profitability, retention and stock performance.

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