



## **Build-A-Bear® Launches One-for-One Hugs N' Hope™ Bear to Help Provide Furry Friends to Children in Need**

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**For Every Hugs N' Hope Bear Sold, Build-A-Bear Will Donate One Teddy Bear to Build-A-Bear Foundation™**

ST. LOUIS, March 7, 2019 /PRNewswire/ -- To further the company's mission to add a little more heart to life, **Build-A-Bear®** and **Build-A-Bear Foundation™** today announced the launch of [Hugs N' Hope™ Bear](#), a new teddy bear that gives Build-A-Bear fans the chance to help share comfort and hugs with children in need. Starting today, for every Hugs N' Hope Bear sold—at U.S. and U.K. Build-A-Bear Workshop stores, and at [buildabear.com](http://buildabear.com) and [buildabear.co.uk](http://buildabear.co.uk)—Build-A-Bear will donate one teddy bear to Build-A-Bear Foundation to be given to a child in need.



"Our passionate Guests have helped Build-A-Bear and Build-A-Bear Foundation share millions of hugs with children across the globe for more than 21 years," said Sharon Price John, president and CEO, Build-A-Bear Workshop. "The Hugs N' Hope Bear is a cuddly new way for our Guests to 'get a hug, give a hug,' and make a special furry friend."

The mission of Build-A-Bear Foundation is to add a little more heart to life by sharing hugs and making days a little bit brighter for those in need. With the help of generous Guests, associates and partners, each year

Build-A-Bear and Build-A-Bear Foundation support a number of deserving non-profit organizations, including children's hospitals, foster care programs, service animal support organizations and [more](#). In fact, more than 250,000 furry friends were donated in the last three years alone.

Build-A-Bear and Build-A-Bear Foundation have exciting plans to help more kids in 2019 through upcoming partnerships and programs—from naming a new service dog-in-training through [Canine Companions for Independence](#)®, to hosting a "Stuffed With Hugs" event where Guests can make bears to be donated to the [American Red Cross](#).

Fans can stay tuned to the brand's social media channels for updates, and visit [buildabear.com/giving](http://buildabear.com/giving) for more information on Build-A-Bear's charitable giving efforts.

### **About Build-A-Bear Foundation™**

Build-A-Bear® believes in the power of hugs and the simple comfort of having a furry friend by your side. Since 1997, Build-A-Bear and Build-A-Bear Foundation™ have donated more than \$50 million to a variety of organizations and in a number of ways. The mission of Build-A-Bear Foundation is to add a little more heart to life by sharing hugs and making days a little bit brighter for those in need. The Foundation is committed to sharing teddy-bear hugs with nonprofit organizations and registered charities that support the well-being of children in areas where Build-A-Bear Guests and associates live, work and play. For more information, visit [buildabear.com/giving](http://buildabear.com/giving).

### **About Build-A-Bear®**

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 over 400 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. [Buildabear.com](http://Buildabear.com) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.



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