



## Share Your Heart This Valentine's Day With Personalized Gifts From Build-A-Bear Workshop

January 12, 2017

**Celebrate Someone Special and Support a Heartfelt Campaign for Save the Children**

ST. LOUIS, Jan. 12, 2017 /PRNewswire/ -- Love is in the air at [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where Guests can create personalized furry friends. New thoughtful gift ideas—from scented furry friends and ready-to-go gift sets, to traditional teddies and treats—help Guests of all ages share their heart this Valentine's Day.



The new [Sweet Scent Collection](#) includes three new Make-Your-Own furry friends—**Sweet Scent Panda**, **Sweet Scent Leopard** and **Sweet Scent Teddy**—with candy-scented fur made possible by Celescence™ Technologies microencapsulation, a license of Genius Brands International (NASDAQ: GNUS). The technology uses touch to release an irresistible fragrance; the more you hug them, the sweeter they smell!

- With soft brown fur, light brown paw pads and love-struck blue eyes, the candy-scented **Sweet Scent Teddy** will steal any Valentine's heart!
- **Sweet Scent Panda** is ready to hug! Soft pink and white fur and an all-over heart pattern make this furry friend extra lovable.
- The wildly adorable **Sweet Scent Leopard** turns heads with bright pink leopard-print fur and expressive blue eyes.

Each Sweet Scent furry friend is available for purchase separately or as part of a **gift set** that includes an outfit and accessories, such as a plush heart with a cute printed message. Several **additional gift**

**ideas**—from a traditional teddy with a tuxedo tee and a rose, to items from our hottest licensed collections—are available for every kind of Valentine in select Build-A-Bear Workshop® stores and at [buildabear.com/gifts](http://buildabear.com/gifts).

For a truly one-of-a-kind gift to cherish, add a **personalized message** that your loved one can play over and over again to any Make-Your-Own furry friend. With a [Build-A-Sound](#)® recordable sound chip—available in stores and online—you can share your voice and your sentiment with a special someone.

For Guests looking for **sweet treats** this Valentine's Day, Build-A-Bear Workshop has partnered with [Cookies by Design](#) to create a gourmet Valentine's Day gift basket filled with customizable handmade and hand-decorated heart-shaped cookies, and a cuddly pre-stuffed Build-A-Bear Workshop teddy sporting an "I Love You" tee. The basket is made to order and is available in two sizes—with either six or eight cookies—a [cookiesbydesign.com](http://cookiesbydesign.com) and in select Cookies by Design stores now. Same-day, one- and two-day delivery options are available, depending on the level of customization.

### **Share Your Heart: Support Save the Children with Build-A-Bear Workshop**

For the second consecutive year, Build-A-Bear Workshop and the Build-A-Bear Foundation have [partnered with Save the Children](#) in the United States, Canada and the United Kingdom, helping to provide schools and communities with structured programs designed to support emotional development.

Launched in the wake of Hurricane Katrina, Save the Children's Journey of Hope program empowers children of all ages to identify their own strengths and build coping skills, self-esteem and overall resilience. The program has since been delivered to more than 85,000 children in Canada, the United States, Australia, Italy, Spain, New Zealand and the United Kingdom.

Now through Feb. 28, 2017, Guests can make a donation in stores or online at [buildabear.com](http://buildabear.com) to support Save the Children. All donations made in the U.S. will go to Save the Children's Journey of Hope program in the United States. Build-A-Bear Foundation will match each Guest donation made in U.S. stores, up to \$100,000. At U.S. Build-A-Bear Workshop locations, Guests can also sign a Valentine's Day card and place it in a special Cub Condo® carrying case to be delivered to children in the United States through Save the Children.

"As we begin our 20<sup>th</sup> birthday year, we are grateful to everyone who has helped us reach this milestone," said **Sharon Price John, president and chief executive officer, Build-A-Bear Workshop**. "We invite Guests around the world to help us kick off a year-long celebration by supporting Save the Children's Journey of Hope program and sharing a little more of their hearts to make a difference in a child's life."

"Every day, children in the United States and around the world struggle with poverty, community violence, stressful home lives and traumatic experiences, which threaten their chances for academic success and a bright future," said Bill Corwin, Save the Children's vice president of U.S. Programs. "Save the Children's Journey of Hope program helps children of all ages to explore their emotions and develop newfound coping skills and self-esteem, and we are excited to continue our partnership with Build-A-Bear Workshop to make sure more kids feel safer and more supported."

For more information, visit [buildabear.com](http://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<sup>®</sup> 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](http://buildabear.com).

### **About Save the Children**

Save the Children invests in childhood – every day, in times of crisis and for our future. In the United States and around the world, we are dedicated to ensuring every child has the best chance for success. Our pioneering programs give children a healthy start, the opportunity to learn and protection from harm. Our advocacy efforts provide a voice for children who cannot speak for themselves. As the leading expert on children, we inspire and achieve lasting impact for millions of the world's most vulnerable girls and boys. By transforming children's lives now, we change the course of their future and ours. Follow us on [Twitter](#) and [Facebook](#).

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