# Everybody, Come On In! Build-A-Bear Workshop Announces 'Pay Your Age' Day Deal In Stores On July 12

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**Guests Can Pay Their Age for Any Make-Your-Own Furry Friend Available in Stores on Thursday, July 12, in Celebration of the Company's New 'Count Your Candles' Birthday Experience**

ST. LOUIS, July 9, 2018 /PRNewswire/ -- To kick off its new, everyday celebration of birthdays, Build-A-Bear Workshop, Inc. (NYSE: BBW) today announced it will host its first-ever Pay Your Age Day event in all U.S., Canada and U.K. stores on Thursday, July 12. As part of the one-day deal, Guests who visit a store in person that day can pay their current age, in dollars (U.S. & Canada) or pounds (U.K.), for any Make-Your-Own furry friend available in the store in celebration of the launch of the Build-A-Bear "Count Your Candles" birthday experience.



So, how does it work? Everyone is welcome to take part in the Pay Your Age Day deal, regardless of age, as long as they are present in store that day*. Our entire in-store collection of furry friends, including popular licensed characters, will be waiting to be made at the event. To participate in the offer, parents or guardians over age 18 need only enroll in the complimentary Build-A-Bear Bonus Club rewards program or provide a valid email address and name, so that a Guest, who is present at the time of purchase, can pay his or her age for a furry friend.

**Pro Tips:**

- Adults, parents and guardians are encouraged to enroll in the Build-A-Bear Bonus Club online before arriving at stores on July 12 to save time at checkout.
- Guests at U.S. and Canada stores can purchase a furry friend unstuffed, if they prefer to come back for stuffing at another time.
- This offer is only available in stores on one Make-Your-Own furry friend (outfits, sounds, accessories and scents are excluded).
- The person wishing to pay his or her age must be present at the time of purchase.
- The offer cannot be combined with any other offers.

"We have overwhelming data that indicates Build-A-Bear is synonymous with childhood, and nearly one-third of our sales are associated with birthdays," said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. "We 'heart' birthdays at Build-A-Bear, so we're hosting the Pay Your Age Day to launch our year-round 'Count Your Candles' offer for Guests celebrating a birthday with us in stores—an experience we designed especially to commemorate birthdays in a memorable way."

Also starting July 12, Guests 14 and under who visit Build-A-Bear Workshop with a Build-A-Bear Bonus Club member can 'Count Their Candles' and pay their age for our Birthday Treat Bear (valued at $14 USD / £14 GBP / $14 CAD) in the month of their birthday, an offer that will be available all year long. A child turning four, for example, would have four candles on her cake and

pay $4 USD/ £4 GBP / $4 CAD for Birthday Treat Bear, plus tax. Birthday Guests will also enjoy an engaging experience, including a party hat, special sticker and fun photo props when they want to capture the moment.

To learn more about Build-A-Bear's Pay Your Age Day, visit buildabear.com/events. To learn more about the year-round Count Your Candles birthday experience at Build-A-Bear Workshop, visit buildabear.com/count-your-candles.

**Offer valid for Bonus Club members or Guests who sign up to become Bonus Club members. Offer valid in stores only. Limit one per Guest, must be present for offer. Some exclusions apply. Cannot be combined with any other offer. While supplies last. Outfits and accessories sold separately. Minimum price $1 (U.S. & Canada) / £1 (U.K.). See an associate for details.*

**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 is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of $357.9 million in fiscal 2017.

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