



It's A "BFD" At B-A-B: Build-A-Bear Workshop® Announces "Big Furry Deals" Including BOGO \$6 Offer On All Furry Friends & \$6 Penguin Doorbuster On Black Friday

November 8, 2018

Additional Deals and Special Offers to be Announced at Select Times Throughout the Season for Build-A-Bear® Bonus Club Members

ST. LOUIS, Nov. 8, 2018 /PRNewswire/ -- It's going to be a "BFD" at **Build-A-Bear Workshop®** (NYSE:BBW) for **Black Friday** as the experiential retailer is rolling out "**Big Furry Deals**" this holiday season. Guests who visit Build-A-Bear Workshop or buildabear.com on Nov. 23 can snag a 12-inch pink or black Snow Hugs Penguin plush for only \$6 each (plus applicable taxes)—limited to two per person, while supplies last. Additionally, on Nov. 23, deal-seekers can delight in a Buy One, Get One for \$6 offer on any furry friend! Guests will receive a furry friend for \$6 (plus applicable taxes) with the purchase of another furry friend of equal or greater value, while supplies last. Build-A-Bear Workshop Black Friday hours will vary by location. Full details and restrictions are available on the [Black Friday section](#) of buildabear.com.



Additional deals will be available throughout the season! Build-A-Bear Bonus Club members will be the first

to find out about new offers and surprises. Guests can register for the Bonus Club at buildabear.com.

Families are also invited to make wishes, new Christmas traditions and personalized furry friends at Build-A-Bear Workshop as they shop for the perfect holiday gifts. At locations across the country, Guests can sign the "Nice List," participate in a Wishes Scavenger Hunt, take shareable photos with Build-A-Bear's beloved mascot, Bearemy®, and enter to win their Build-A-Bear Wish List! More details on all the holiday fun and gifts for everyone on the Nice List are available on the [Build-A-Bear Press Room](#).

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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SOURCE Build-A-Bear Workshop

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