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 and 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 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.

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. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of $357.9 million in fiscal 2017.

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