



CELEBRATE YOUR MAMA BEAR WITH BUILD-A-BEAR THIS MOTHER'S DAY

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Record Your Own Special Message To Personalize An Unforgettable Gift For Mom

ST. LOUIS, April 30, 2024 /PRNewswire/ -- Build-A-Bear Workshop (NYSE: BBW) is here to celebrate mom this Mother's Day with an endless range of customizable gifts. The [Mother's Day Giftshop](#), available at your [local Build-A-Bear Workshop](#) or online at [buildabear.com](#), is a one-stop-shop for giftables, including thoughtful sets, huggable plushes, and a unique Teddy Bear Bouquet that will last FURever. Whether a thoughtful surprise from the kids or something to commemorate the holiday for a new mom-to-be, Build-A-Bear offers personalization features, such as Recording Your Voice, to make this gift the most meaningful ever.



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PERSONAL TOUCHES TO MAKE EVERY MOM FEEL EXTRA SPECIAL

Go beyond the traditional card with sweet sentiments delivered in their own child's voice inside a furry friend for mom to hear for years to come with just the press of a paw. With Build-A-Bear's unique Record Your Voice feature, you can create a personalized message to capture a special

heartfelt moment that mom will surely cherish. Build-A-Bear also offers a variety of sounds, music, special scents and accessories of your choice to make a plush extra special to your own mom.

A GIFT FOR EVERY MOM

Visit the Mother's Day Giftshop online at [BuildABear.com](#) or visit your nearest Build-A-Bear Workshop to

enjoy the iconic and memory making bear-building experience in person.

From new moms to sentimental moms to dog moms, Build-A-Bear has something to make sure she knows she is the BEST this Mother's Day.

- [Teddy Bear Bouquet](#) is the best way to ensure your bouquet lasts FURever. This unique gift features three colorful teddy bears nestled amongst plush flowers to make an unforgettable surprise.
- [Timeless Teddy Bear Mama Bear Gift Set](#) features a cuddly Teddy holding its Build-A-Bear Buddies mini-me version - just like you and your mom! It's a unique way to send big bear hugs to the Best Mom for Mother's Day.
- [Pawlette Bunny Plush Best Mom Gift Set](#) is the perfect gift for the mom who says she doesn't want anything this Mother's Day. Who doesn't love a precious Pawlette Bunny? And her "Best Mom" tee, tulle skirt, and fuchsia sequin flats are sure to bring a smile to your mom's face.
- [Barkleigh Dog Stuffed Animal Dog Mother Gift Set](#) is the perfect gift for a mom who loves her pets as much as her kids. This pup looks doggone adorable in her cute "Dog Mother Coffee Lover" T-shirt. Her plush coffee cup wristie only adds to the fun of this cute gift set.
- [Barkleigh Dog Stuffed Animal Pink Velour Tracksuit Gift Set](#) is made for the mom who is a fashion icon. This dog is giving Y2K nostalgia sporting her own pink velour tracksuit with white flip flops and a plush margarita in her paw. This plush is sure to give mom a great laugh!
- [Mini Beans](#) are perfectly sized miniature plushes that match the full-sized Build-A-Bears. Share in the fun of Build-A-Bear with matching plushes for an adorable 'mommy-and-me' moment that will make play time that much more fun!

About Build-A-Bear

Build-A-Bear is a multi-generational global brand focused on its mission to "add a little more heart to life" appealing to a wide array of consumer groups who enjoy the personal expression in making their own "furry friends" to celebrate and commemorate life moments. More than 500 interactive brick-and-mortar experience locations operated through a variety of formats provide guests of all ages a hands-on entertaining experience, which often fosters a lasting and emotional brand connection. The Company also offers engaging e-commerce/digital purchasing experiences on www.buildabear.com including its online "Bear-Builder" as well as "HeartBox" and its age-gated adult-focused "Bear Cave." In addition, extending its brand power beyond retail, Build-A-Bear Entertainment, a subsidiary of Build-A-Bear Workshop, Inc., is dedicated to creating engaging content for kids and adults that fulfills the Company's mission, while the Company also offers products at wholesale and in non-plush consumer categories via licensing agreements with leading manufacturers. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenues of \$486.1 million for fiscal 2023. For more information, visit the Investor Relations section of buildabear.com.

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