



BUILD-A-BEAR OPENS THE VAULT FOR 30TH ANNIVERSARY WITH NEW PLUSH INSPIRED BY ORIGINAL MASCOT BEAREMY®

October 27, 2026

The Oct. 27 drop kicks off the year-long "30 Years of the Stuff You Love" celebration and benefits the Build-A-Bear Foundation

ST. LOUIS, Oct. 27, 2026 /PRNewswire/ -- Build-A-Bear Workshop® is kicking off its 30th anniversary celebration with a new Bearemy® plush inspired by the brand's original 1999 mascot. Available beginning Oct. 27, the nostalgic vault drop launches "30 Years of the Stuff You Love," a year-long celebration featuring iconic vault favorites, special-edition products, collaborations and anniversary moments. The drop will also give back, with \$3 from every Bearemy sold donated to the Build-A-Bear Foundation, a U.S. not-for-profit organization, from Oct. 27, 2026, through Dec. 31, 2027.



As Build-A-Bear's original mascot, Bearemy has been part of the brand's story for nearly three decades. His return to the spotlight serves as a fitting way to begin the anniversary celebration, connecting the brand's earliest years with its future while giving fans a meaningful way to celebrate and give back.

A BELOVED BEAR REIMAGINED

First introduced as a furry friend in 1999, Bearemy became a recognizable and beloved part of Build-A-Bear's history. The new Bearemy vault drop is a nostalgic tribute to that original furry friend, reimagined for longtime fans and a new generation of guests.

Bearemy will be available for purchase at Build-A-Bear Workshop stores and online beginning Oct. 27, while supplies last. Learn more on the company's [website](#).

The anniversary drop will also give guests an opportunity to give back. For every Bearemy sold from Oct. 27, 2026, through Dec. 31, 2027, Build-A-Bear will donate \$3 to the Build-A-Bear Foundation, a U.S. not-for-profit organization, adding even more meaning to this anniversary tribute.

Bearemy is only the beginning. Starting in January 2027, Build-A-Bear will introduce exclusive vault and special-edition anniversary drops throughout the year, celebrating memorable furry friends and moments from nearly 30 years of Build-A-Bear history.

NEARLY 30 YEARS OF MAKING MEMORIES

Founded by Maxine Clark in 1997, Build-A-Bear Workshop began with a simple but innovative idea: create an interactive retail experience where guests could make and personalize their own furry friends. The first Workshop opened at the St. Louis Galleria in October 1997, helping pioneer the experiential retail model through traditions such as stuffing a furry friend, participating in the signature Heart Ceremony and adding personalized touches.

Today, Build-A-Bear has grown from one Workshop in St. Louis into a multigenerational global brand with more than 650 stores around the world.

"Reaching our 30th anniversary is a celebration of the millions of fans who have embraced Build-A-Bear and made us part of their lives," said Chris Hurt, chief executive officer of Build-A-Bear Workshop. "We are incredibly grateful for the loyalty and memories our fans have shared with us. From one Workshop in St. Louis to more than 650 stores around the world, it is remarkable to see how far we have come. As we look toward our next 30 years, we continue to think bigger, including the opening of our largest Workshop yet at ICON Park in Orlando. We're just getting started."

The celebration will continue throughout 2027 with vault favorites, special-edition products, collaborations and more surprises honoring the furry friends and memories that have shaped Build-A-Bear.

The anniversary drop will also give guests an opportunity to give back. For every Bearemy sold from Oct. 27, 2026, through Dec. 31, 2027, Build-A-Bear will donate \$3 to the Build-A-Bear Foundation, a U.S. not-for-profit organization. For the latest 30th anniversary releases, visit <https://www.buildabear.com/30th-anniversary>.

About Build-A-Bear Workshop, Inc.

Founded in 1997, Build-A-Bear is a leading global retailtainment brand on a mission to add a little more heart to life. At Build-A-Bear, guests are invited to create personalized furry friends through a unique stuffing, dressing, accessorizing and naming process, accentuated by a memorable "heart ceremony" that creates moments of connection for people of all ages.

Over the years, Build-A-Bear has grown into a multi-generational phenomenon, positioned at the intersection of pop-culture trends. Beyond its signature retail experience, the brand also offers pre-stuffed plush, gifting, partnerships with best-in-class licensed and collectible characters, and original storytelling through Build-A-Bear Entertainment, LLC. Build-A-Bear's current brand platform and message, "The Stuff You Love," crosses ages and cultures while celebrating nearly 30 years of helping people mark life's meaningful moments.

Today, Build-A-Bear operates more than 650 company-owned, partner-operated and franchise experience locations across more than 30 countries, complemented by buildabear.com. Build-A-Bear Workshop, Inc. (NYSE: BBW) reported \$529.8 million in total revenues for fiscal 2025, representing the company's 5th consecutive year of record results. Learn more at the Investor Relations section of buildabear.com.



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