

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15 (d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event
reported) January 26, 2005 (January 24, 2005)

Build-A-Bear Workshop, Inc.

(Exact Name of Registrant as Specified in Its Charter)

Delaware	001-32320	43-1883836
----- (State or Other Jurisdiction of Incorporation)	----- (Commission File Number)	----- (IRS Employer Identification No.)

1954 Innerbelt Business Center Drive St. Louis, Missouri	63114
----- (Address of Principal Executive Offices)	----- (Zip Code)

(314) 423-8000

(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

Build-A-Bear Workshop, Inc. (the "Company") issued a press release on January 24, 2005 announcing that the Company will present at the AG Edwards Retailing 2005 conference in Coral Gables, Florida, on Thursday, January 27, 2005.

The presentation will include an overview of the Company, a discussion of how technology is used by the Company, new technology initiatives underway, and management's guidance for earnings and comparable store sales in fiscal 2005.

A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated by reference herein. The investor conference presentation and slides will be webcast and available both live and via replay after the presentation on the Company's investor relations website located at <http://ir.buildabear.com>, although the Company reserves the right to discontinue its availability at any time.

The Company does not undertake any plan or obligation to update the presentation, even though its situation may change in the future.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits

Exhibit Number	Description of Exhibit
99.1	Press Release dated January 24, 2005

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BUILD-A-BEAR WORKSHOP, INC.
(Registrant)

Date: January 25, 2005

/s/ Tina Klocke

Name: Tina Klocke
Title: Chief Financial Bear, Secretary and
Treasurer

EXHIBIT INDEX

Exhibit Number -----	Description of Exhibit -----
99.1	Press Release dated January 24, 2005

Build-A-Bear Workshop, Inc. Management to Present at
AG Edwards Retailing 2005:
The Technology Imperative Conference

ST. LOUIS--(BUSINESS WIRE)--Jan. 24, 2005--

Presentation on Thursday, January 27, 2005 at 10:45 a.m. Eastern Time

Build-A-Bear Workshop, Inc. (NYSE:BBW), an interactive, entertainment retailer of customized stuffed animals, announced today that the company's President and Chief Operating Officer Bear, Barry Erdos, will present at the AG Edwards Retailing 2005 conference in Coral Gables, Florida, on Thursday, January 27, 2005.

The presentation will include an overview of Build-A-Bear Workshop(R), a discussion of how technology is used by the company, new technology initiatives underway, and management's guidance for earnings and comparable store sales in fiscal 2005.

The company's presentation will begin at 10:45 a.m. and conclude by 11:15 a.m. Eastern Time. A live webcast of the presentation, including the presentation slides, will be available at the Build-A-Bear Workshop Investor Relations website at <http://ir.buildabear.com>. A replay of the presentation will be available shortly after the live presentation.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. (NYSE:BBW) is the leading and only national, company providing a make-your-own stuffed animal interactive entertainment retail experience. The first store opened in St. Louis in 1997 and as of January 2005 the company operated 170 stores in 40 states and Canada. With the opening of its international store in Sheffield, England in the fall of 2003, the addition of international stores in Japan, Denmark and Australia in 2004, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company also opened two friends 2B made(R) stores, the newest concept launch from Build-A-Bear Workshop. For more information about the company and its products call (888) 560-BEAR (2327) or visit the company's award-winning website at www.buildabear.com.

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