

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)
November 15, 2005 (November 10, 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 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

On November 10, 2005, Mr. Coleman Hollis Peterson was elected to the board of directors of Build-A-Bear Workshop, Inc. (the "Company") by the board. Mr. Peterson will serve as a Class I director and his term will expire at the 2008 annual meeting of stockholders of the Company.

There is no arrangement or understanding between Mr. Peterson and any other person pursuant to which Mr. Peterson was elected as a director. Mr. Peterson will serve as member and Chairman of the Compensation Committee and member of the Nominating and Corporate Governance Committee.

The Company is not aware of any transactions, proposed transactions, or series of either to which the Company or any of its subsidiaries was or is to be a party, in which the amount involved exceeds \$60,000 and in which Mr. Peterson had, or will have, a direct or indirect material interest.

Item 7.01. Regulation FD Disclosure.

On November 15, 2005, the Company issued a press release announcing the election of Mr. Peterson as a director. A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated by reference herein. The description of the press release contained herein is qualified in its entirety by the full text of such exhibit.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number	Description of Exhibit
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99.1	Press Release dated November 15, 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.

Date: November 15, 2005

By: /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 November 15, 2005

Build-A-Bear Workshop, Inc. Names Coleman
H. Peterson to Board of Directors

ST. LOUIS--(BUSINESS WIRE)--Nov. 15, 2005--Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment retailer of customized stuffed animals, today announced that Coleman Peterson was elected to the Company's board of directors, effective immediately.

Peterson's election brings the number of directors on the Build-A-Bear Workshop board to eight, six of whom, including Peterson, are deemed independent by the Board under New York Stock Exchange rules and other applicable regulations. Peterson will serve as chairman of the board's compensation committee and as a member of the nominating and corporate governance committee.

"Cole's extensive global retail experience and strong human resource skills will be a significant asset to Build-A-Bear Workshop's board of directors and to our fast growing global company," said Maxine Clark, chairman and chief executive bear of Build-A-Bear Workshop. "We are pleased to have someone with Cole's business background and vision join our board. Cole is indeed one of the premier human resource professionals in the retail industry."

Peterson, 57, retired in May 2004, after ten years with Wal-Mart Stores, Inc., where he held the position of executive vice president of human resources, a position that included developing policies that cover that company's more than 1.6 million associates worldwide.

Prior to joining Wal-Mart, Peterson spent 16 years with The May Department Stores Company serving as senior vice president human resources at Venture Stores of St. Louis a division of the May Company until 1990, when Venture was spun-off as a public company.

Peterson earned his Bachelor's degree, as well as a Master's degree in industrial relations, from Loyola University in Chicago.

Peterson serves on the executive committee of the National Association for the Advancement of Colored People (NAACP) and as treasurer of the NAACP's special contribution fund. He holds memberships in The Society for Human Resource Management, the National Academy of Human Resources, and the National Council of La Raza. He also serves on the board of directors of The ServiceMaster Company (NYSE: SVM) of Chicago and J.B. Hunt Transport Service, Inc. (NASDAQ: JBHT) of Lowell, Ark.

Peterson and his wife Shirley have two children Collin and Rana.

Build-A-Bear Workshop, Inc., is the only global company that offers an interactive make-you-own-stuffed animal retail-entertainment experience. Founded in St. Louis in 1997, the company currently operates more than 200 stores in the United States and Canada. The addition of stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in the teddy bear business. In November 2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first friends 2B made(R) stores, which feature doll making. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$302 million in fiscal 2004. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at www.buildabear.com and www.friends2bmade.com.

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or

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