

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)

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.

Mary Lou Fiala was elected to the board of directors of Build-A-Bear
Workshop, Inc. (the "Company") by the board, effective January 26, 2005. Ms.
Fiala will serve as a Class I director and her term will expire at the 2005
annual meeting of stockholders of the Company.

There is no arrangement or understanding between Ms. Fiala and any other
person pursuant to which Ms. Fiala was elected as a director. Ms. Fiala will
serve as a member of the board's Compensation 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 Ms. Fiala
had, or will have, a direct or indirect material interest.

Item 7.01 Regulation FD Disclosure.

On January 26, 2005, Build-A-Bear Workshop, Inc. (the "Company") issued a
press release announcing the election of Ms. Fiala 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.

(c) Exhibits

Exhibit Number	Description of Exhibit
99.1	Press Release dated January 26, 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: January 26, 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 January 26, 2005.

Build-A-Bear Workshop, Inc. Names Mary Lou Fiala to Board of Directors

ST. LOUIS--(BUSINESS WIRE)--Jan. 26, 2005--Build-A-Bear Workshop, Inc. (NYSE:BBW), an interactive, entertainment retailer of customized stuffed animals, today announced that Mary Lou Fiala, 53, was elected to the company's board of directors, effective immediately.

Fiala's election brings the number of directors on the Build-A-Bear Workshop board to seven, six of whom, including Fiala, are independent directors. Fiala will serve on the board's compensation committee.

"We are thrilled to have Mary Lou join the Build-A-Bear Workshop family," said Maxine Clark, chairman and chief executive bear of Build-A-Bear Workshop. "Mary Lou is a savvy and sophisticated veteran of the retail industry. She brings a wealth of know-how and experience to our board and our management team. I know Mary Lou will make value-added contributions to our company as we continue to build on the success of our brand franchise, our store economic model and our numerous growth opportunities."

Mary Lou Fiala is president and chief operating officer of Regency Centers Corporation, a national owner, operator and developer of grocery anchored neighborhood retail centers. Prior to her current position, Fiala was managing director--U.S. Realty Strategic Group at Security Capital (1997 - 1999), senior vice president and director of stores, New England for Macy's East/Federated Department Stores (1994 - - 1997), and from 1976 to 1994 held various merchandising and store operations positions with Macy's/Federated Department Stores and Henri Bendel.

Mary Lou Fiala holds a BS degree in retailing from Miami University in Oxford, Ohio. Fiala has served on the board of directors of Regency Centers Corporation since 1997 and is a member of the board of trustees of the International Council of Shopping Centers. Fiala also serves as a national trustee of the Boys & Girls Clubs of America and on the board of trustees for the University of North Florida Foundation.

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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