

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) February 28, 2006

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

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(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 February 28, 2006, Ms. Joan Ryan was elected to the board of directors of Build-A-Bear Workshop, Inc. (the "Company") by the board. Ms. Ryan will serve as a Class III director and her term will expire at the 2007 annual meeting of stockholders of the Company.

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

Item 7.01. Regulation FD Disclosure.

On February 28, 2006, the Company issued a press release announcing the election of Ms. Ryan 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
99.1	Press Release dated February 28, 2006

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: February 28, 2006

By: /s/ Tina Klocke

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

EXHIBIT INDEX

Exhibit Number	Description of Exhibit
----- 99.1	----- Press Release dated February 28, 2006

## Build-A-Bear Workshop, Inc. Names Joan E. Ryan to Board Of Directors

ST. LOUIS--(BUSINESS WIRE)--Feb. 28, 2006--Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment retailer of customized stuffed animals, today announced that Joan Ryan, who recently retired as senior vice president of Walt Disney Theme Parks and Resorts, has been elected to the Company's board of directors, effective immediately.

Ryan's election brings the number of directors on the Build-A-Bear Workshop board to nine, seven of whom, including Ryan, are deemed independent by the Board under New York Stock Exchange rules and other applicable regulations. Ryan will serve on the board's audit committee and nominating and corporate governance committee.

"We are thrilled to have Joan join our Board of Directors," said Build-A-Bear Workshop Chairman and Chief Executive Bear, Maxine Clark. "Her extensive retail and product development experience as well as her long tenure with the premier retail entertainment company in the world are the perfect complement to our Board of Directors."

Ryan, 60, was a senior executive for 12 years with Walt Disney Theme Parks and Resorts. In that position, Ms. Ryan managed Disney's retail businesses including merchandise, food and beverage, and photo imaging at Walt Disney World(R) resort. Prior to that position, she was senior vice president of merchandise for the Walt Disney World(R) resort. Her areas of responsibility included Disneyland(R) Resort, as well as Disney's international theme parks and resorts.

Prior to joining Disney, Ryan spent over 30 years at various specialty retailers with responsibility for store operations and merchandising. From 1989 to 1992, Ryan was executive vice president of merchandising at Ann Taylor Stores Corporation. Ryan also held positions at Lord & Taylor (a division of Federated Departments Stores, Inc.) for nine years, and Dayton Hudson Corporation (Target Corporation) for 13 years.

Ryan earned her Bachelor's degree from Michigan State University.

Ryan is a member of the Fashion Group International(R), Inc., and the Inforum/Women's Economic Club of Michigan. Ryan and her husband Tom reside in Bloomfield, Michigan and Naples, Florida.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-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 franchise stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in interactive retail. 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), in which Guests can make their own dolls. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2bmade.com](http://www.friends2bmade.com).

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or

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