

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) July 27, 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 July 27, 2005, Barry Erdos was elected to the board of directors of Build-A-Bear Workshop, Inc. (the "Company") by the board, effective July 27, 2005. Mr. Erdos has served as the President and Chief Operating Officer Bear of the Company since April 2004. Mr. Erdos will serve as a Class III director and his term will expire at the 2007 annual meeting of stockholders of the Company.

There is no arrangement or understanding between Mr. Erdos and any other person pursuant to which Mr. Erdos was elected as a director. Mr. Erdos is not expected to serve as a member of any committee of the board.

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. Erdos had, or will have, a direct or indirect material interest.

Item 7.01 Regulation FD Disclosure.

On July 27, 2005, the Company issued a press release announcing the election of Mr. Erdos 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 July 27, 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: July 27, 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 July 27, 2005

Barry Erdos Elected to Build-A-Bear Workshop, Inc. Board of Directors

ST. LOUIS--(BUSINESS WIRE)--July 27, 2005--Build-A-Bear Workshop(R) (NYSE:BBW) today announced that President and Chief Operating Officer Bear Barry Erdos has been elected to the company's Board of Directors.

"Barry has made significant strategic and operational contributions since joining the company last year and during our initial public offering," said Chairman and Chief Executive Bear, Maxine Clark. "His contributions have enhanced our positioning for future growth and success, and we are delighted that he will serve the company in his capacity of Director. We are also actively working with outside advisors to identify additional qualified independent directors for our Board."

Mr. Erdos' appointment brings the number of company Directors to seven, of which five are characterized as independent according to New York Stock Exchange guidelines.

Erdos has more than 34 years of retailing experience, most specifically in finance and operations. Before joining Build-A-Bear Workshop in April 2004, he served as Chief Operating Officer and a director of Ann Taylor Stores Corporation and Ann Taylor Inc., from November 2001 to April 2004. Mr. Erdos was Executive Vice President, Chief Financial Officer and Treasurer of Ann Taylor Stores Corporation and Ann Taylor Inc. from 1999 to 2001. Prior to joining Ann Taylor, he served as Chief Operating Officer of J. Crew Group, Inc. a specialty retailer of apparel, shoes and accessories, from 1998 to 1999. From 1988 to 1998, Mr. Erdos held various positions at Limited Brands including Corporate Vice President and Controller, and Executive Vice President of their Lane Bryant, Express and Henri Bendel divisions. Mr. Erdos currently serves as a member of the board and chairman of the audit committee of Bluefly, Inc.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. (NYSE: BBW), with fiscal 2004 total revenue of \$302 million, is the only national company that offers Guests an interactive make-your-own-stuffed animal retail-entertainment experience. The first store opened in St. Louis in 1997; the company currently operates over 190 stores in the United States and Canada. With the opening of its store in Sheffield, England, in the fall of 2003 and the addition of international stores in Japan, Denmark, Australia, South Korea and France, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company opened two friends 2B made(R) stores, the newest concept based on the doll-making experience. For more information about the company and its products, call 888.560.BEAR (2327) or visit the company's award-winning Web site at www.buildabear.com.

CONTACT: Build-A-Bear Workshop, St. Louis
Investors:
Molly Salky, 314-423-8000 Ext. 5353
or
Media:
Jill Saunders, 314-423-8000 Ext. 5293