



BUILD-A-BEAR TO DONATE \$100,000 TO ST. LOUIS DISASTER RELIEF

Funds and teddy bears will support local recovery efforts through three community organizations as the city continues to rebuild



ST. LOUIS, MO (June 25, 2025) – In response to the devastating tornado that impacted thousands across the St. Louis region last month, Build-A-Bear, the iconic experiential retail brand, is committing \$100,000 in cash and in-kind support to ongoing disaster relief and community recovery efforts in the place the company has always called home. The donation, funded equally by Build-A-Bear Foundation and Build-A-Bear Workshop, will be directed entirely to local organizations continuing to serve those affected: the Urban League of Metropolitan Saint Louis, Inc., United Way of Greater St. Louis, and the American Red Cross of Greater St. Louis, with funds designated specifically for the St. Louis disaster response.

Though weeks have passed since the tornado, reports continue to show that the need remains significant. Homes and neighborhoods are still being rebuilt, families are still regaining stability, and the work of recovery is far from over. All funds and resources are committed exclusively to efforts serving the greater St. Louis community.

“St. Louis is more than our headquarters. It’s where Build-A-Bear was founded and where our roots run deep,” said Sharon Price John, president and chief executive officer, Build-A-Bear. “In the aftermath of this disaster, our hearts are with the families, children, and communities still putting the pieces back together. Our hope is that this contribution, through direct cash donations as well as the hug of hundreds of teddy bears, brings tangible support and a little bit of comfort as St. Louis continues to recover.”

Given that, The Build-A-Bear Foundation, which largely focuses on the literacy and well-being of children, has expanded its mission to support this broader need in its own community in this moment of crisis, because children don't recover in isolation. It requires a solid infrastructure of support, connected communities, and systems of care. While the Foundation initially responded to the storm as a Disaster Responder Partner of the American Red Cross of Greater St. Louis, providing early funding and teddy bears for immediate comfort, this donation reflects a continued and deepened commitment to the city that has always been home to Build-A-Bear.

To learn more about Build-A-Bear Foundation and its ongoing work, visit buildabearfoundation.org.

About Build-A-Bear

Since its beginning in 1997, Build-A-Bear has evolved to become a beloved multi-generational brand focused on its mission to “add a little more heart to life,” where guests of all ages make their own “furry friends” in celebration and commemoration of life moments. Guests create their own stuffed animals by participating in the stuffing, dressing, accessorizing, and naming of their own teddy bears and other plush toys based on the Company's own intellectual property and in conjunction with a variety of best-in-class licenses. The hands-on and interactive nature of our more than 600 company-owned, partner-operated and franchise experience locations around the world, combined with Build-A-Bear's pop-culture appeal, often fosters a lasting and emotional brand connection with consumers and has enabled the Company to expand beyond its retail stores to include e-commerce sales on www.buildabear.com and non-plush branded consumer categories via out-bound licensing agreements with leading manufacturers, as well as the creation of engaging content via Build-A-Bear Entertainment (a subsidiary of Build-A-Bear Workshop, Inc.). The brand's newest communications campaign, "The Stuff You Love," commemorates more than a quarter-century of creating cherished memories worldwide. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted consolidated total revenues of \$496.0 million for fiscal 2024. For more information, visit the Investor Relations section of buildabear.com.

About Build-A-Bear Foundation

Build-A-Bear Foundation adds a little more heart to life by sharing hugs, inspiring creativity, and supporting children and families in need. A 501(c)3 organization, Build-A-Bear Foundation's core focus is to support children's literacy programs as a path to social and educational equity. Build-A-Bear Foundation also provides financial and furry friend donations to organizations that support children's health and wellness, disaster relief, and families in need of essential supplies. Since 1997, Build-A-Bear has donated more than \$25 million and 2 million furry friends to charitable causes around the world. For more information, please visit www.buildabearfoundation.org

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