

Build-A-Bear Workshop® Secures Spot on FORTUNE's Best Workplaces for Millennials list for Fourth Consecutive Year

ST. LOUIS (June 26, 2018) – For the fourth year running, Build-A-Bear Workshop® has been named to the [Best Workplaces for Millennials list](#), according to global research and consulting firm Great Place to Work® and FORTUNE.

Build-A-Bear ranked No. 87 on the 2018 list, which is based on employee responses to over 50 different metrics defining great workplaces, such as managers' competence, respect and fairness in the workplace, opportunities for meaningful work, how effectively executives lead the organization, and whether the company gives everyone an opportunity to innovate and contribute to the organization's success. The evaluation compared Millennials' survey results to their colleagues' of other generations, specifically reviewing factors where Millennials often lag their peers, such as access to meaningful work, fair pay, and plans for a future with their organizations.

"Our Millennial associates tend to both recognize and appreciate the opportunities we provide and efforts we make to stay true to the Build-A-Bear mission of adding a little more heart to life," said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. "More than half of our U.S. associates are Millennials, which speaks to how they connect with our mission and believe that there is a greater good that Build-A-Bear is focused on, in addition to the opportunities they see for their career at the company."

The Best Workplaces for Millennials stand out for their unique, innovative cultures, which helps them attract and retain Millennial employees. This list is one of a [series of rankings by Great Place to Work](#) and FORTUNE based on employee feedback from Great Place to Work-Certified™ organizations. Build-A-Bear Workshop also ranked as a best workplace on the following lists by Great Place to Work® and FORTUNE: the 2018 100 Best Companies to Work For® list (10th consecutive year); the 2017 Best Workplaces for Women list (third consecutive year); the 2017 Best Workplaces in Retail list (fourth consecutive year); and the 2017 Best Workplaces for Diversity list (third consecutive year).

About Build-A-Bear®

Build-A-Bear® is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop has over 400 stores worldwide where guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. [Buildabear.com](#) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

About the Best Workplaces for Millennials

Great Place to Work based its ranking on a [data-driven methodology](#) applied to anonymous Trust Index™ survey responses from more than 434,000 employees at Great Place to Work-Certified™ organizations. To learn more about Great Place to Work Certification and recognition on Best Workplaces lists published with FORTUNE, visit [Greatplacetowork.com](#).

About Great Place to Work

Great Place to Work® is a global people analytics and consulting firm that helps companies of all sizes produce better business results by focusing on the work experience for every employee—our research shows there's a clear and direct relationship between employee engagement and financial performance. Over the past 30 years, we have surveyed more than 100 million employees to help organizations around the world identify and build high-trust, high-performance workplace cultures. Powered by decades of research, Emprising®, our Software-as-a-Service survey and analytics platform, empowers companies with access to the assessments, data, and real-time reporting needed to help them create a meaningful impact on their business, their people, and their culture. Through our certification programs, we recognize outstanding workplaces and produce *Fortune*'s annual list of the 100 Best Companies to Work For, as well as a variety of other Best Workplace rankings in the United States and in more than 60 other countries. Everything we do is driven by our mission: to build a better world by helping every organization become a Great Place to Work For All by the year 2030.

Read our new book: "[A Great Place to Work for All: Better for Business, Better for People, Better for the World.](#)" Learn more at [Greatplacetowork.com](#) and on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

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