

'TWAS THE FUN BEFORE CHRISTMAS: BUILD-A-BEAR WORKSHOP INTRODUCES GIFTS FOR EVERYONE ON YOUR LIST, A THANKSGIVING TURKEY, NEW MERRY MISSION REINDEER AND MORE

Celebrate the Holiday with Fun Ways to Give and Give Back

ST. LOUIS (NOVEMBER 1, 2017) – “The Fun Before Christmas” has already begun at Build-A-Bear Workshop (NYSE:BBW), an interactive destination where Guests can create personalized furry friends, as today the company unveiled a very merry collection of gifts and furry friends to celebrate the holidays. Enjoy festive activities in Build-A-Bear Workshop stores all season long—like signing your name to the “Nice List”—or making your own reindeer or too-cute turkey! Holiday hugs are just a Workshop (or visit to buildabear.com) away.

FUN TO MAKE, FUN TO GIVE!

Now is the time to “stuff” and “dress” our new make-your-own [Goblin’ Turkey](#)! Add a goblin’ sound chip and a Thanksgiving pilgrim outfit all just in time to celebrate the holiday; then, bring the bird home from a Build-A-Bear Workshop store or find it at the new buildabear.com.

The **Merry Mission** reindeer are back to save the holidays once again, because the “Nice List” is so long! In addition to the eight classic reindeer, Glisten—Santa’s Star-Powered glittery white deer—returns as [Color Glow Glisten](#) with sparkly hooves, light-up antlers and a signature medallion. She is also available in a new [jumbo, 21-inch version](#), while supplies last in stores and online. [Silver Snow](#) joins the team as a new pal who studied with Glisten at Reindeer Academy, and the darling reindeer twins, [Tinsel](#) and [Twinkle](#), have returned to Build-A-Bear Workshop—this time with glowing fur!

BUILDABEAR.COM AND BUILDABEAR.CO.UK EXCLUSIVES

Build-A-Bear has launched a brand new website with a new, fun way to make your own furry friend using “[The Bear Builder](#)”! In addition to offering all of our holiday products on the site, we also have special items available exclusively online. For really big bear hugs, check out the new 36-inch [Champ Bear](#). [Sweet Buttercream Bear](#), in elegant holiday colors with soft cream fur, green eyes and shiny red paw pads, is a gift that can be perfectly personalized! Customize this furry friend with up to three lines of embroidery or a monogram to send warm wishes. [Christmas Joy Bear](#) is a holiday classic you’ll treasure for years to come. With festive paw pads, this online exclusive bear is the perfect present under the tree.

Check out all the Build-A-Bear Workshop holiday furry friends, plus new licensed products—including collections based on the hottest movies—by visiting the updated buildabear.com and buildabear.co.uk.

MAKING SEASONS BRIGHT ACROSS THE GLOBE

Build-A-Bear Workshop is adding a little more heart to life this year with help from four charitable organizations: [Marine Toys for Tots Foundation](#), which delivers a message of hope to less fortunate children through a new toy at Christmas, in the United States; [Boys and Girls Clubs of Canada](#), which helps young people achieve great futures in safe places where they can learn and grow, in Canada; [Barnardo’s](#), which transforms the lives of the U.K.’s most vulnerable children, in the United Kingdom; and [Barnardos Ireland](#), which works with vulnerable children and their families—and campaigns for the rights of all children—in Ireland.

From Friday, Dec. 1 through Sunday, Dec. 3, Build-A-Bear Workshop will host global “Stuffed with Hugs” events where Guests of U.S., Canada, U.K. and Ireland stores can make bears at no charge to be donated

to Marine Toys for Tots Foundation, Boys and Girls Clubs of Canada, Barnardo's and Barnardos Ireland, respectively.

Now through Dec. 10, Build-A-Bear Workshop Guests can donate new, unwrapped toys to Marine Toys for Tots Foundation at U.S. stores; to Boys and Girls Clubs of Canada in Canada stores; to Barnardo's at U.K. stores; and to Barnardos Ireland at Ireland stores. Now through Dec. 24, Build-A-Bear Workshop Guests can make a donation at checkout to benefit Marine Toys for Tots Foundation in U.S. stores; to Boys and Girls Clubs of Canada in Canada stores; to Barnardo's in U.K. stores and at Barnardos Ireland in Ireland stores at checkout.

FA-LA-LA-LA FOLLOW ALONG

Don't miss the Build-A-Bear "Discover Adventure!" float as it travels through Manhattan during the 91st Annual Macy's Thanksgiving Day Parade®. The Parade will air nationwide on NBC-TV, on Thursday, Nov. 23, 2017 from 9 a.m. – noon in all time zones. Join the new [Build-A-Bear Bonus Club](#) and follow Build-A-Bear on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#) to learn more about events and special promotions—including hot **Black Friday** deals!—happening in stores and online.

About Build-A-Bear

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where Guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

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