

Build-A-Bear Workshop® Brings Spring to Life with Easter Basket Must-Haves and In-store Activities
Make-Your-Own Bunny Experience, New Colorful Furry Friends and Photo Ops with Bunny Mascot Pawlette® are All Available at the Ultimate Family-Fun Destination for Spring

ST. LOUIS (March 7, 2018) – Spring has sprung at [Build-A-Bear Workshop®](#), Inc. (NYSE:BBW), an interactive destination where Guests can create personalized furry friends, with new springtime activities and Make-Your-Own fun for all ages. The experiential retailer is offering several ways to entertain the kids during Spring Break, plus a selection of new bunnies and cute furry friends to complete every Easter basket.

A Bunny for Everyone

Build-A-Bear® is helping Guests beat Spring Break boredom, hone creativity and make a family memory in stores across the country with a [slew of colorful furry friends](#) to make uniquely their own. With the signature Build-A-Bear heart ceremony and the opportunity to add a [Personalized Record Your Voice™ sound chip](#), families can capture springtime memories that will last long beyond their Workshop visit.

The playful **Peter Rabbit** recently hopped into Build-A-Bear Workshop stores and [online](#), in celebration of the release of the *Peter Rabbit* film! Peter Rabbit's signature blue jacket and 5-in-1 phrases—voiced by actor James Corden—complete this special movie-edition bunny.

At 3-feet tall, the new **Jumbo Pawlette®** (available in select stores and [online](#)) is **Jumbo Happy Hugs™ Teddy** (available online and in select stores in early April) are bursting with big fun. **Embroidered versions** of these furry friends will be available online only.

Meet Our Bunny Mascot

Pawlette®, the Build-A-Bear bunny mascot, is hopping in to Build-A-Bear stores to take photos with Guests this spring! In-store “Hop Hop Hooray” weekends include photo ops, a “bunny hop” activity and Make-Your-Own bunny origami bookmarks on the following dates:

- March 16-18
- March 23-25
- March 30-April 1

Guests can sign up for [Build-A-Bear Bonus Club](#) to receive email updates on the timing of these events and more.

Stay-cation CeleBEARation

Whether on vacation or a “stay-cation,” a party with friends or family is always a good idea. Build-A-Bear Workshop offers several party packages to celebrate Easter, a birthday, a charitable event or even a playdate—plus, the opportunity to [Build-Your-Own Party](#).

Easter Basket Gifts

Build-A-Bear Workshop is a one-stop-shop for Easter basket needs, including the must-have gift of experience with a gift card. New colorful floppy-eared friends, including 16-inch [Blossom Bunny™](#), [Bright Blue Bunny™](#) and [Spring Lilac Bunny™](#), are all available in Build-A-Bear Workshop stores and online. Guests can add colorful, sparkly clothing and accessories such as butterfly bows, flower

headbands, a carrot wrist accessory and more. [Online Exclusive Sweet Mocha Bunny™](#) and delightful spring gift sets are also available exclusively at buildabear.com.

Hop in to Give Hope

This spring, gift-givers can help make days a little bit brighter for others. Now through July 4, Guests of Build-A-Bear Workshop can make a donation to [Build-A-Bear Foundation™](#) in stores or online. All donations will go directly to the Foundation, which seeks to add a little more heart to life by giving bears to children in need.

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. The company was named to the FORTUNE 100 Best Companies to Work For® list for the 10th year in a row in 2018. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017. For more information, visit the Investor Relations section of buildabear.com.

About Build-A-Bear Foundation™

Build-A-Bear® believes in the power of hugs and the simple comfort of having a furry friend by your side. The mission of Build-A-Bear Foundation™ is to add a little more heart to life by sharing hugs and making days a little bit brighter for those in need. Since 1997, Build-A-Bear has donated nearly \$50 million to a variety of organizations and in a number of ways, including through Foundation grants. Build-A-Bear Foundation supports nonprofit organizations and registered charities that are doing good work in the communities where our Guests and associates live, work and play. For more information, visit buildabear.com/giving.

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