

**TWICE AS NICE: BUILD-A-BEAR® INVITES FAMILIES TO MAKE A FURRY FRIEND AND “BUY ONE, GIVE ONE” TO A CHILD IN NEED FOR GIVING TUESDAY**

*For Every Furry Friend Purchased In Stores And Online Today Through Dec. 4, One Furry Friend Will Be Donated to Toys For Tots*

ST. LOUIS (Nov. 27, 2018) – ‘Tis the season for giving and giving back, and once again this year, **Build-A-Bear Workshop®** (NYSE:BBW) is inviting families to help make days a little bit brighter for children in need during the holidays. Starting on **Giving Tuesday** and through Dec. 4, anyone who visits a Workshop location can give a bear to a child in need, just by making a furry friend of their own or a personalized gift for a loved one!

For every furry friend purchased in Build-A-Bear Workshop stores and at [buildabear.com](http://buildabear.com) now through Dec. 4, one teddy bear will be donated to the [Marine Toys for Tots Foundation](#) and given to a child in need—up to 20,000 bears. Shoppers who purchase a furry friend in stores during this timeframe will receive an “I Donated” sticker!

Additionally, now through Dec. 9, Guests can donate new, unwrapped toys to Toys for Tots in stores or make a donation at checkout to benefit Toys for Tots, both in stores and online, now through Dec. 26.

“For more than 10 years, we have partnered with Toys for Tots to help fulfill Build-A-Bear’s mission to add a little more heart to life for children and families,” said Emily Fuhrman, manager of foundations and giving, Build-A-Bear Workshop. “We are honored to support their organization once again this year and, with the help of our Guests, provide even more teddy bear hugs to kids for the holidays.”

More information about Build-A-Bear’s charitable giving initiatives and Build-A-Bear Foundation® is available at [buildabear.com/giving](http://buildabear.com/giving).

Families are also invited to make wishes, new Christmas traditions and personalized furry friends at Build-A-Bear Workshop as they shop for the perfect holiday gifts all season long. At locations across the country, Guests can sign the “Nice List,” participate in a Wishes Scavenger Hunt, take shareable photos with Build-A-Bear’s beloved mascot, Bearemy®, and enter to win their Build-A-Bear Wish List! More details on holiday fun, “Big Furry Deals” and offers, and gifts for everyone on the Nice List are available on the [Build-A-Bear Press Room](#).

**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](http://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 10<sup>th</sup> year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

**About Marine Toys for Tots**

Toys for Tots, a 71-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and

a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 7 million less fortunate children in 800 communities nationwide. Since 1947 over 251 million children have been assisted. The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit [www.toysfortots.org](http://www.toysfortots.org).

###