



## Meet the Honey Girls: Build-A-Bear Workshop's First-Ever Multimedia Plush Line

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ST. LOUIS--(BUSINESS WIRE)--Jul. 10, 2015-- [Build-A-Bear](#) Workshop, Inc. (NYSE: BBW)—an interactive destination where guests of all ages can create personalized furry friends—today launched its first-ever multimedia product line, [Honey Girls](#). The three plush characters, now available in stores and online, come to life through a story of friendship discovered in songs and music videos available on **an exclusive, interactive app**. The free **Honey Girls Studio app** —available on [Google Play](#) and [iTunes](#) —enables users to create their very own music videos and photos using exclusive Honey Girls songs and images. The Honey Girls were developed to create even more fun and play – long after they are made at a Build-A-Bear Workshop. The experience continues outside the store through features like a specially-designed Build-A-Bear carrier that converts into a stage for at-home performances, the app, and the Honey Girls website.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150710005303/en/>



The characters attend school together where they formed their band, the Honey Girls, made up of fearless and bold lead singer **Teegan**; guitarist **Risa**, who is all about music and creativity; and drummer **Viv**, who is a great friend and talented inventor. Each has her own signature song and strengths that help the friends “**be brighter together.**” Original Honey Girls songs are also available for download on Amazon and iTunes.

“Our Honey Girls story empowers girls to embrace each other’s skills and talents to be ‘brighter together,’” said **Gina Collins, chief marketing officer, Build-A-Bear Workshop**. “At Build-A-Bear, we want to inspire a sense of confidence and self-expression in our guests, who we believe will be drawn to this unique

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come to life through a story of friendship discovered in songs and music videos available on an exclusive, interactive app. (Photo: Business Wire)

product line.”

The Honey Girls can be personalized with a special plush star, which represents a positive, aspirational trait to complement the line’s empowerment theme. The stars are placed inside the Honey Girls characters during Build-A-Bear’s signature **heart ceremony** and include the following traits: creative, confident, talented, smart, fearless and strong.

## Honey Girls Music

The Honey Girls line is Build-A-Bear’s first-ever multimedia offering designed to embrace creativity and empowerment through original songs and a music video collection. The group’s debut songs, created and executive produced by GRAMMY® Award winner **Tena Clark**, include “**Everything is Better**,” “**Places to Go**,” “**Just a Bit of Rhythm**,” and “**Gotta Go Big**.”

## Honey Girls Studio App

Through the Honey Girls Studio app, guests can use a smartphone, tablet or other mobile device to engage with the characters and follow them through their journey as a band. Users can access biographies, music videos, a music-video maker, and a selfie activity, as well as memory games and the ability to unlock special features.

Each character has a retail price of \$28; optional outfits and accessories are sold separately.

Build-A-Bear plans to introduce more characters and original songs, including popular cover versions, in the future.

TWEET IT: .@BuildABear launches Honey Girls, its first-ever multimedia plush line! Visit <http://ow.ly/O6j7I> for pics, music and more!

## 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 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, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the seventh year in a row in 2015. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$392.4 million in fiscal 2014. For more information, visit the Investor Relations section of [buildabear.com](http://buildabear.com).

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