



Build-A-Bear Workshop® Debuts Scented Sweet Hugs Furry Friends And 2016 Share Your Heart Program

January 14, 2016

New Furry Friends and Accessories Arrive to Kick off Partnership for Save the Children

ST. LOUIS, Jan. 14, 2016 /PRNewswire/ -- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, has introduced a new collection of scented, make-your-own [Sweet Hugs](#) gifts just in time for **Valentine's Day**. The new Build-A-Bear Workshop **Sweet Hugs Heart Bear**, **Sweet Hugs Swirl Bear** and **Sweet Hugs Pup** have candy-scented fur made possible by Celescence™ Technologies microencapsulation, a license of Genius Brands International (**OTCQB: GNUS**), which uses touch to release an irresistible fragrance. The more you hug them, the sweeter they smell.



Each Sweet Hugs friend can transform into a unique, huggable Valentine with the addition of a [Build-A-Sound](#)® recordable chip featuring a personalized message, plush conversation hearts, and customized clothing.

From sweet scents to sweet dreams, the new Build-A-Bear Workshop [2 Fun 2 Sleep](#) slumber party line includes new furry friends, a make-your-own **Rainbow Hugs Stuffable Pillow**, plus matching pajamas for kids and furry friends.

Build-A-Bear Workshop guests with a sweet tooth can also indulge in an assortment of all-natural, premium chocolate bars from PRAIM Group, Froose co-branded fruit snacks, Clever Cookie iced and mini cookies, as well as new co-branded NECCO® **Sweethearts**® candies.

Share Your Heart Program

Build-A-Bear Workshop is starting the New Year in yet another sweet way by inviting guests to support [Save](#)

[the Children](#) through the company's **Share Your Heart** program in the United States, Canada and the United Kingdom. From January 7 through March 2, Build-A-Bear Workshop guests can share their heart by donating to Save the Children's **Journey of Hope** program in stores or online at buildabear.com. The Build-A-Bear Foundation will match all U.S. guest donations up to \$100,000. At Build-A-Bear Workshop U.K. and Canada locations, guests can purchase a purple satin heart, \$1 of which will be donated to Save the Children.

Launched in the wake of Hurricane Katrina, Save the Children's Journey of Hope program empowers children of all ages to identify their own strengths, build coping skills, self-esteem and overall resilience. The program has since been delivered to more than 85,000 children in the United States, Australia, Canada, Italy, Spain, New Zealand and the United Kingdom.

"We want to make it easy for guests to start the New Year on a positive note by sharing their hearts and doing something good for others," said **Gina Collins, chief marketing officer**, Build-A-Bear Workshop, Inc. "We believe all children deserve a chance at a great future and our partnership with Save the Children will help young people in the Journey of Hope program to thrive."

At all Build-A-Bear Workshop locations, guests can fill out a special Share Your Heart card to send positive thoughts and encouragement to children in the Journey of Hope program.

"Following disasters and other traumatic experiences, children often struggle to move forward, and they need support to develop coping skills and strategies to deal with their emotions in healthy ways," said Natalie Vega-O'Neil, Save the Children's acting vice-president for U.S. Programs. "With the support of Build-A-Bear Workshop, we will work with communities to build on children's strengths and resiliency as we expand the program and reach even more children in need."

For more information, visit buildabear.com and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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, 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 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.

About Save the Children

Save the Children invests in childhood – every day, in times of crisis and for our future. In the United States and around the world, we are dedicated to ensuring every child has the best chance for success. Our pioneering programs give children a healthy start, the opportunity to learn and protection from harm. Our advocacy efforts provide a voice for children who cannot speak for themselves. As the leading expert on children, we inspire and achieve lasting impact for millions of the world's most vulnerable girls and boys. By transforming children's lives now, we change the course of their future and ours.

Media Contact:

Beth Kerley
Build-A-Bear Workshop
(314) 423-8000, ext. 5430
bethk@buildabear.com

Photo - <http://photos.prnewswire.com/prnh/20160114/322227>

SOURCE Build-A-Bear Workshop, Inc.