



Join Build-A-Bear Workshop® On The Hunt For The Perfect Make-Your-Own Gifts This Spring

March 14, 2016

Interactive Retailer Introduces New Products to Signature Collections

ST. LOUIS, March 14, 2016 /PRNewswire/ -- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where guests can make their own personalized furry friends, invites guests to hop into stores this spring for a variety of [new Easter offerings](#) and exciting updates to signature products.



New for Spring 2016

Guests can fill their Easter baskets with the new [Sweet Stripes Bunny](#), [Color Burst Bunny](#) and [Jumpin' Jack Rabbit](#), or choose a [new Classic Bunny](#) that can be personalized with an embroidered message.

Build-A-Bear Workshop is also upping the ante on the traditional egg hunt this year with the company's new [Hide & Go Beep](#) game. Guests can add a Hide & Go Beep sound chip to the furry friend of their choice at the in-store stuffer for a fun twist on the game of hide and seek. Simply press the chip to activate a beeping sound every 20-30 seconds, and let seekers take part in finding their hidden friend. For a ready-made basket stuffer, Build-A-Bear Workshop has new mini chicks and bunnies with built-in Hide & Go Beep chips, too.

Guests can also have Hide & Go Beep fun online. Buildabear.com visitors can go on a virtual scavenger hunt to find all six Hide & Go Beep furry friends. Once found, the Hide & Go Beep characters are added to a virtual display that can be printed when the scavenger hunt is complete.

This month, Build-A-Bear Workshop is also introducing new gummy candy in fun fruit. Created by Frankford Candy, the new sweet treats are the perfect addition to any Easter basket.

Build-A-Bear Workshop Welcomes New Promise Pets and Honey Girls

For pet lovers, Build-A-Bear Workshop is adding new friends to its [Promise Pets](#) collection. In celebration of Promise Pets' one-year anniversary, Build-A-Bear Workshop is calling all party animals to check out the new Dachshund and Westie puppies and Calico Cat. Guests can find the new Promise Pets breeds in stores and online starting March 24.

To kick off the Promise Pets birthday celebration, Build-A-Bear Workshop is partnering with the Petfinder Foundation in the United States and Canada to support children's pet education programs. Guests are invited to donate to the organizations from March 24 to May 31 and can learn more at buildabear.com/promise-pets/petfinder.html.

Kids can interact with Promise Pets friends on their mobile devices through the [Promise Pets app](#), which lets users play games and learn about the responsibility of pet ownership — from feeding and potty training to vet check-ups, exercise and more.

Build-A-Bear Workshop is also extending its popular Honey Girls product line with new characters, songs and fashions that will be officially unveiled on March 28. Launched in July 2015, the Honey Girls are Build-A-Bear Workshop's first-ever multimedia product offering. The original Honey Girls — Teegan, Risa and Viv — are a group of friends from school who formed a band to show the world what it means to "Be Brighter Together." Guests can tune into www.buildabear.com/honey-girls for a live countdown to the reveal of the newest characters joining the original Honey Girls on their adventures.

For the latest news, 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 eighth year in a row in 2016. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$377.7 million in fiscal 2015. For more information, visit the Investor Relations section of buildabear.com.

Media Contact:

Beth Kerley

Build-A-Bear Workshop

(314) 423-8000, ext. 5430

bethk@buildabear.com

Photo - <http://photos.prnewswire.com/prnh/20160314/343728>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/join-build-a-bear-workshop-on-the-hunt-for-the-perfect-make-your-own-gifts-this-spring-300235413.html>

SOURCE Build-A-Bear Workshop, Inc.