



#HairWeGo: Build-A-Bear Workshop Launches Make-Your-Own Trolls Collection In Celebration Of DreamWorks Animation's Trolls Feature Film

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Interactive retailer introduces Make-Your-Own Poppy, Branch and Guy Diamond, a pre-stuffed Cooper, and an exciting array of accessories ahead of the animated comedy's fall premiere

ST. LOUIS, Oct. 6, 2016 /PRNewswire/ -- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination for creating personalized furry friends, today unveiled a hair-raising line of Make-Your-Own plush based on the stars of DreamWorks Animation's *Trolls*, in U.S. theaters November 4. The collection includes huggable Trolls characters Poppy, Branch and Guy Diamond, in addition to a pre-stuffed Cooper. Guests can customize their Trolls and other classic Build-A-Bear Workshop furry friends with a fun collection of outfits, hair accessories, backpack clips, sound chips and more, now available in U.S., Canada and U.K. Build-A-Bear Workshop [stores](#) and at [buildabear.com](#).



A "Bunch of Characters": Meet the Make-Your-Own Trolls

The gang's all here – with playful updos and upbeat attitudes! Guests of Build-A-Bear Workshop can choose from three 15-inch Trolls plush characters to stuff and customize. The line-up includes: Poppy, the positively

upbeat queen of the Trolls; Branch, who is practical and always prepared; and Guy Diamond, a popular and glittery Troll who knows how to kick off any party.

Express Yourself (and Your Trolls)

The Trolls march to the tune of their own DJs, and Build-A-Bear Workshop guests are encouraged to style the Trolls in a way that is uniquely theirs using accessories, costumes and sounds. Poppy wouldn't be Poppy without her hair and headband and, as the "living disco ball," Guy Diamond has heaps of confidence but not a stitch of clothing! Guests can add his auto-tuned phrases for even more fun. Costumes, character voices and more – including Branch's costume and hoodie with hair as well as the Trolls "Get Back Up Again" song – are featured in the Build-A-Bear Workshop Trolls collection (all sold separately).

Friends, Cupcakes and Sprinkles

Troll Town is a colorful place with crazy happy friends, cupcakes and sprinkles on the side! Build-A-Bear Workshop brings all the magic of Troll Town to its collection with a Trolls lip gloss wristband set, a Trolls cupcake wrist accessory for the plush characters, Trolls backpack clips – including Fuzzbert – and even Hug Time pajamas and Trolls hair extensions that fit most Build-A-Bear Workshop furry friends! Cooper, the mystical Trolls character that shows off his crazy dance moves and wicked harmonica skills in the film, is also available as a 12-inch pre-stuffed plush.

"Just like the Trolls, we believe in the power of a hug, a song and a dance, and that's exactly what everyone can experience at Build-A-Bear Workshop," said Gina Collins, chief marketing officer, Build-A-Bear Workshop. "We're bringing the fun, hair-raising spirit of what's sure to be a big-screen hit to life with the only Make-Your-Own Trolls plush, as well as accessories, that offer opportunities for expression, imagination and, of course, heart."

For more information and to experience Build-A-Bear's new interactive Trolls puzzle, 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, the United Kingdom and China, 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 buildabear.com.

About Trolls

From the creators of Shrek comes the smartest, funniest and most irreverent animated comedy of the year, DreamWorks' *Trolls*. This holiday season, enter a colorful, wondrous world populated by hilariously unforgettable characters. Discover the story of the overly optimistic Trolls, with a constant song on their lips, and the comically pessimistic Bergens, who are only happy when they have trolls in their stomach. DreamWorks' *Trolls* is a fresh, broad comedy filled with music, heart and hair-raising adventures. In November of 2016, nothing can prepare you for our new Troll world.

For more information, visit DreamWorks.com/trolls.

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