



Build-A-Bear Workshop Considers Changing Name To Build-A-Hare Workshop

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Experiential Retailer Points to Warmer Weather and Consumer Excitement for Easter

ST. LOUIS, March 31, 2017 /PRNewswire/ -- In response to unusually warm weather patterns and in anticipation of spring, Build-A-Bear Workshop, Inc.—an interactive destination for creating personalized furry friends—today announced the exploration of plans to re-name the company Build-A-Hare Workshop.



The springtime offerings at Build-A-Bear Workshop have been popular year after year, which led management to rethink the company's flagship product, bears, in favor of the next big thing in furry friends: bunnies. The potential new moniker was also inspired by positive consumer feedback on the company's newest [Make-Your-Own Springtime Fun](#) collection, which launched earlier this month and features colorful and classic bunnies, as well as chicks, lambs and bunny costumes that fit most furry friends.

"For more than two decades, we've put bears first, but, as we look to the future, we are considering a new focus on bunnies, which are also cute and cuddly," said a Build-A-Bear spokesperson. "Easter is just around the corner, and Build-A-Hare is a name that pays homage to our favorite cottontails while celebrating our newest collection of furry friends and accessories designed to delight Guests of all ages."

Happy (early) April Fool's Day! Although the company will likely end up keeping its original name from almost 20 years ago, Build-A-Bear Workshop is still the perfect place to complete your Easter basket—with a hare, a bear, or something in between.

Join us [in Build-A-Bear Workshop stores](#) this weekend, April 1-2, for our 'Hop Hop Hooray!' event featuring Pawlette, the Build-A-Bear Workshop bunny. Guests can make Easter memories while dancing and bunny-hopping along to the music all weekend long, as well as meet and take a selfie with Pawlette at the following times (listed in local time):

- Saturday, April 1, from 1 p.m. to 2 p.m. and from 4 p.m. to 5 p.m.

- Sunday, April 2, from 2 p.m. to 3 p.m.

During the event, kids will receive a free set of Hop Hop Hooray bunny ears to wear, while supplies last. Additionally, Guests who purchase any Make-Your-Own bunny furry friend will receive a free [Hide & Go Beep™](#) sound chip, while supplies last.

Details on this and additional Spring Break Days events is available at buildabear.com/events.

About Build-A-Bear

Celebrating 20 years of business in 2017, 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 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 ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/build-a-bear-workshop-considers-changing-name-to-build-a-hare-workshop-300432770.html>

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