



Build-A-Bear Workshop Adds A Little More Heart To Summer With New, Non-Traditional Experiences At Movie Theaters, Family Destinations And More

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Pop-up Shops and On-location Experiences Rolling Out for Summer 2017

ST. LOUIS, June 6, 2017 /PRNewswire/ -- This summer, Build-A-Bear Workshop (NYSE:BBW) fans can find the brand's one-of-a-kind experience in a variety of new and exciting locations, from select AMC Theatres and Carnival Cruise Line ships to Gaylord Hotels and Beaches Resorts.

Build-A-Bear Workshop Pop-Up Shops at Select AMC Theatres

Build-A-Bear Workshop seasonal pop-up shops opened in late March at select AMC Theatres locations in Florida, New Jersey and Pennsylvania. The in-theater shops offer an abridged version of the traditional Build-A-Bear Workshop store experience. Movie-goers can make their own furry friends—including characters from some of the summer's hottest movies—and watch them come to life at the mini stuffer before choosing from a small assortment of clothing, accessories, scents and sounds, each sold separately. A selection of pre-stuffed plush are also available for patrons in a hurry to catch the previews. Ten additional pop-up shops opened June 1 at AMC locations in Texas, Kansas and Missouri.

Carnival Cruise Line Presents Build-A-Bear Workshop At Sea

The Carnival Cruise Line Build-A-Bear Workshop At Sea experience, which [launched in summer 2016](#), is now available aboard all 25 Carnival ships. Building upon Carnival's position as the family cruise leader hosting nearly 800,000 kids a year, Build-A-Bear Workshop At Sea provides children of all ages an opportunity to make their own cuddly bear that can be customized with a variety of outfits and accessories, from tutus and high-top sneakers to, appropriately enough, vacation wear like bathing suits and sunglasses. The selection also includes a signature Carnival bear, Carnival tees and backpacks, and an exclusive Make-Your-Own Dr. Seuss' Cat in the Hat.

Build-A-Bear at Beaches Resorts

Build-A-Bear Workshop and [Beaches Resorts](#) have partnered to elevate the ultimate family-friendly vacation offered at all three of the company's luxurious resorts. The first Build-A-Bear Workshop Beaches experience opened in December 2016 at Beaches Turks and Caicos, and two additional locations will open this month in Jamaica at Beaches Negril and Beaches Ocho Rios. Vacationers can choose from a wide selection of Build-A-Bear Workshop furry friends, outfits and accessories—including bathing suits and sunglasses as well as special Beaches backpacks, hoodies, tees and more.

Build-A-Bear at Gaylord Hotels

As part of the magical winter wonderland experience at [Gaylord Hotels](#) during the 2016 holiday season, Build-A-Bear Workshop offered visitors the opportunity to make their own furry friend. On Memorial Day weekend 2017, Build-A-Bear Workshop returned to Gaylord Palms Resort in Orlando, Fla.; Gaylord Opryland Resort in Nashville, Tenn.; and Gaylord Texan Resort in Grapevine, Texas, offering even more furry-friend fun through Labor Day 2017 as part of the resorts' annual SummerFest event. Several signature teddy bears, licensed characters and more are available and completely customizable with the perfect summer outfits and accessories.

"Whether it's catching a movie at AMC Theatres, taking a Carnival Cruise Line cruise, or hanging out at Beaches Resorts and Gaylord Hotels, summer is a great time for families to travel and make memories together," said Sharon Price John, president and CEO, Build-A-Bear Workshop. "As we approach our 20th birthday, we are offering new and expanded experiences from Build-A-Bear Workshop in even more places. Each of these partners offers our unique make-your-own-furry-friend experience in hot spots where families will be going this season to spend time together and be entertained."

For more information about Build-A-Bear Workshop, follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#). For a list of all Build-A-Bear Workshop locations and to find a store near you, visit buildabear.com.

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.

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SOURCE Build-A-Bear Workshop

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