# Build-A-Bear Brings “Boo-rific” Fun with 2017 Haunted Workshop Collection

October 11, 2017

*Retailer Gets Ghostly with Five New Halloween Furry Friends*

ST. LOUIS (OCTOBER 11, 2017) – Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive destination where Guests can create customized furry friends, recently introduced a new Make-Your-Own Starry Night Bat, Skeleteddy, Vampire Teddy and Bright Night Kitty—as well as an Online Exclusive Boo-rific Ghost Bear—just in time for Halloween

The Starry Night Bat is so cute, it will cast a spell on you! With swirly purple fur and sparkly silver and black wings, this furry friend is hauntingly adorable. Skeleteddy, a cuddly skeleton teddy bear, has black fur and bright orange paw pads with a skeleton and heart on its chest—and is ready to explore the night with trick-or-treaters big and small! Vampire Teddy is a sweet-yet-fangtastic blue bear with wickedly cute green eyes and white fangs, and Bright Night Kitty is an adorable plush kitten with black fur, bright green eyes and light pink paw pads. This furry kitty is one black cat you’ll love having cross your path! The Online Exclusive Boo-rific Ghost Bear, with soft white fur and a scary-cute face, is ready for frightful fun with the rest of the Haunted Workshop crew.

The Make-Your-Own Starry Night Bat, Skeleteddy, Vampire Teddy and Bright Night Kitty--as well as the related outfits and accessories--are available online and in U.S., U.K. and Canada Build-A-Bear Workshop stores. The Online Exclusive Boo-rific Ghost Bear can be purchased online only at buildabear.com and buildabear.co.uk.

Dress each 16-inch furry friend in Halloween-themed outfits and accessories to make them even more ghoulishly-great! From Treat Bag and Jack-O’-Lantern wristies, to a Black & Pink Witch Costume and a Black Spider Costume—as well as small-yet-spooky Build-A-Bear Buddies™ (including a 6-inch Bear-O-Lantern and a 6-inch Night Sky Kitty)--you’ll be trick-or-treating in style! Smaller-sized costumes and accessories are also available for the mini furry friends.

Additionally, Build-A-Bear Workshop invites Guests of all ages to their local store Oct. 28-29 to celebrate Halloween at the Haunted Workshop, featuring a “Spooky Sale,” a “trick-or-treat” giveaway and Halloween-themed activities!

For more information and the latest brand news, visit buildabear.com and follow Build-A-Bear 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 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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