



Bears On Air: Build-A-Bear Radio™ Launches In Partnership With Digital Broadcast Platform Dash Radio

October 8, 2018

EXCLUSIVE, All-New Version of Jason Mraz's Hit Single, 'Have It All,' Featuring Young Recording Artists, to Debut October 10 on the Kid-Focused, 24/7 Streaming Station

ST. LOUIS, Oct. 8, 2018 /PRNewswire/ -- [Build-A-Bear Workshop®](#), Inc. (NYSE:BBW) today announced the introduction of Build-A-Bear Radio™, a new streaming radio station where "the fun is always on." The station —powered by Dash Radio—will feature music that kids and parents are sure to love, as well as a schedule of fun segments, including interviews and kid-inspired content. On October 10, Build-A-Bear Radio will officially kick off the station with the premiere of an exclusive, brand-new version of the hit single, "Have It All," re-imagined by GRAMMY® Award-winning artist Jason Mraz. The song will debut the talents of a group of young artists known as The Jason Mraz Kids and marks the beginning of a collaborative relationship between Build-A-Bear and Mraz.



Build-A-Bear Radio will broadcast primarily from the Dash Radio studio in Los Angeles, with occasional special features and interviews to be recorded at the brand-new Build-A-Bear Radio sound studio, located at the Build-A-Bear Workshop store in Manhattan on 34th Street. As with Build-A-Bear Workshop, the goal of Build-A-Bear Radio is to create a fun and safe place for families to have a great experience and for kids to be engaged and empowered. Children will be able to interact with the station and influence its content

through buildabear.com/radio, and families will be able to watch and hear select interviews and performances at the 34th Street sound studio.

Anyone can sign up for a free subscription at dashradio.com/buildabear or with the Dash Radio app for [iOS](#) or [Google Play](#) where subscribers can save their "dashboard" of favorite music. Fans can also listen in anytime at buildabear.com/radio.

"Music is an important part of the Build-A-Bear Workshop experience," said Sharon Price John, president and CEO, Build-A-Bear Workshop. "Hit songs and original music, inside sound chips that are added to our furry friends, have been incorporated into our Make-Your-Own process for years. In celebration of the new Build-A-Bear Radio station, we're kicking off an exciting, ongoing relationship with Jason Mraz, whose music undoubtedly 'adds a little more heart to life,' which is our mission at Build-A-Bear®. With a complimentary subscription to Build-A-Bear Radio, we encourage families to check out the new version of Jason's inspiring song, 'Have It All,' and experience the on-air fun together."

"My passion to use music for the power of good aligns so well with Build-A-Bear's mission and their encouragement of creativity and discovery through making furry friends," said Mraz. "The launch of Build-A-Bear Radio is an exciting opportunity to begin our collaboration and debut an exclusive version of 'Have It All,' featuring talented young artists. We are looking forward to the opportunities and potential of what's to come."

To keep the on-air excitement going, well-known DJ Ricardo Ordieres will host the Build-A-Bear Radio show, as well as a weekly Top 20 Countdown. He will keep kids and adults entertained with unique features like "BEAR-aking News" that will serve up cool news stories of the day, and "PAWsitivity Plays," highlighting the good works of great young people. Ricardo will also interview some of today's most talked-about artists in exclusive "Workshop Sesh" segments from coast to coast.

Build-A-Bear Radio was conceived by Dash Radio Vice President of Business Development—and GRAMMY® Award nominee—Clinton Sparks. Sparks collaborated with Dash Radio founder and CEO Scott Keeney (a.k.a. DJ Skee) to bring the concept to Timothy Temper, who spearheaded the partnership with Build-A-Bear on behalf of Foundation Media Partners. Together, Dash Radio and Foundation Media Partners worked with Build-A-Bear CEO Sharon John to develop the one-of-a-kind radio station featuring curated content and the songs and stories behind today's established and emerging, family-friendly, pop artists.

Dash Radio currently boasts millions of subscribers who enjoy non-stop, live broadcasts and original stations across multiple genres and categories. Stations are powered by some of the biggest artists, DJs, radio personalities, musicians, and music tastemakers in the world. Earlier this year, the streaming platform began rolling out as a standard offering in a variety of new GM vehicles in the U.S.

To listen to Build-A-Bear Radio instantly and keep tabs on upcoming artist appearances, visit buildabear.com/radio.

About Build-A-Bear®

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 over 400 stores worldwide where guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

About Dash Radio

Dash Radio is the global leader in curated, lean-back audio experiences. Since its 2015 launch, Dash has

become the world's largest all-original digital broadcaster, empowering many of the world's biggest artists, influencers and brands to take radio over the top, directly to fans, without fees or subscriptions. Featuring over 80 curator-championed original stations, Dash is available on 50+ platforms – inside nearly every connected car service, smart home product and IoT device. With no traditional commercials, Dash Radio offers fans the perfected music discovery experience free of charge, while offering brands a more authentic and effective way to engage these audiences worldwide. For more information, please visit dashradio.com.

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SOURCE Build-A-Bear Workshop

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