Build-A-Bear Workshop® Announces New Seasonal Pop-Up Shops And New Permanent Stores Inside Popular, Family-Friendly Destinations

October 30, 2018

Experiential retailer plans permanent shops at new FAO Schwarz flagship in New York City and select Great Wolf Lodge resorts, as well as Seasonal Pop-up Shops at Bass Pro Shops and Cabela's, Gaylord Resorts and more

ST. LOUIS, Oct. 30, 2018 /PRNewswire/ -- Just in time for the holidays, Build-A-Bear Workshop® is bringing its signature Make-Your-Own experience to a variety of locations with new permanent shops inside the flagship FAO Schwarz store at 30 Rockefeller Plaza in New York City and inside four Great Wolf Lodge Resorts. Back by popular demand, Build-A-Bear® also has plans to open 10 seasonal pop-up shops at Bass Pro Shops and Cabela's locations to help families celebrate the season and make a cuddly souvenir to commemorate their adventures.

Build-A-Bear to Open at the World's Most Famous Toy Store
Just before Thanksgiving, Build-A-Bear Workshop will open a permanent shop inside the new FAO Schwarz New York City flagship store where visitors can make their own furry friends, including exclusive FAO Schwarz plush and New York-themed accessories. A giant Build-A-Bear rocket ship will stand ready for launch in the center of the staircase between the first and second floors; an animatronic construction bear and two astronaut bears will float around the rocket and provide a fun view from the second-story overlook.

Build-A-Bear Workshop Makes a Splash at Great Wolf Lodge
Build-A-Bear is opening permanent shops inside four Great Wolf Lodge locations, adding to the growing Build-A-Bear roster of tourist and entertainment-centric locations. The renowned collection of family-friendly indoor water park resorts will offer a Build-A-Bear experience at its Minneapolis, Minn.; Colorado Springs, Colo.; Boston, Mass.; and Sandusky, Ohio, resorts starting in mid-November. The addition of Build-A-Bear provides another fantastic family experience for Great Wolf Lodge guests to enjoy outside of the water park, joining attractions such as MagiQuest, Howlers Peak Ropes Course and Howl-In-One miniature golf. Guests at these locations are sure to have a howling good time as they choose from an assortment of plush, clothing and accessories—including Great Wolf Lodge characters Wiley the Wolf, Brinley Bear, Sammy the Squirrel, and Violet the Wolf, plus coordinating outfits.

Build-A-Bear Returns to Bass Pro Shops and Expands to Cabela's
Following a successful program in 2017, Build-A-Bear Workshop will open seasonal shop-in-shops inside six Bass Pro Shops locations in Clarksville, Ind.; Rancho Cucamonga, Calif.; Springfield, Mo.; Fort Meyers, Fla.; Harrisburg, Pa.; and Denver, Colo., and at four Cabela's locations Hamburg, Pa.; Wheeling, W.Va.; Lehi, Utah; and Buda, Texas, starting in early November. The Build-A-Bear pop-ups will be open through Christmas Eve in conjunction with the outdoor retailer's popular Santa's Wonderland experience—and will feature a variety of holiday furry friends, a Bass Pro Shops bear and Bass Pro Shops outfits and accessories.

"Build-A-Bear is working with some of the best family-focused venues in the country this holiday season and beyond to bring our unforgettable Make-Your-Own experience to even more places people go for fun and entertainment," said Chris Hurt, chief operations officer, Build-A-Bear Workshop. "From permanent installations to seasonal shops, Build-A-Bear and our world-class partners are helping loved ones create memories and spend more time together."

In St. Louis where Build-A-Bear Workshop is headquartered, a new, holiday pop-up shop will open as part of THE POLAR EXPRESS™ Train Ride experience at **St. Louis Union Station**. In addition, for the second consecutive year, a seasonal Build-A-Bear pop-up shop will delight guests of the **Fairmont Scottsdale Princess** in Scottsdale, Ariz., during the resort's annual Christmas at the Princess festival. Build-A-Bear Workshop pop-ups are also returning to **Gaylord Hotels** resorts in Dallas, Texas; Nashville, Tenn.; Orlando, Fla.; and National Harbor, Md. as part of the resorts' annual holiday events.

For more information about these and other Build-A-Bear Workshop locations, visit buildabear.com.

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. Buildabear.com is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. 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.



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