



Build-A-Bear Celebrates International Day of Play by Playing It Forward

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Donates One Teddy Bear for Each Make-Your-Own Plush Animal Sold to Children in Need

ST. LOUIS, June 11, 2025 /PRNewswire/ -- Build-A-Bear, the iconic experiential retail brand, announces its "Play It Forward" initiative, a national giveback effort taking place today in recognition of the *International Day of Play*. For every make-your-own plush sold, one furry friend will be donated to a child in need, up to 10,000 bears. Donations made through the Build-A-Bear Foundation will focus on kids and classrooms in Title I schools, helping spread the joy of play on this meaningful day.



International Day of Play, backed by The Toy Association and other global organizations including Build-A-Bear, is recognized around the world as a day that champions every child's right to play, which supports overall learning, life skills, and psychosocial well-being. This annual, unifying moment includes events at the global, national and local levels. "Play It Forward" is part of Build-A-Bear's broader mission to add a little more heart to life including sharing comfort, connection and play with children, especially those who need it most.

"As a brand rooted in play and a proud member of The Toy Association, we believe in both the purpose and the power of this day," said Sharon Price John, CEO of Build-A-Bear Workshop and Chair of the Toy Association Board of Directors. "Play It Forward' is our way of turning awareness into action, giving guests a simple, yet fun way to make a heartfelt impact on the life of a child."

In addition to the "Play It Forward" initiative, Build-A-Bear Foundation is also partnering with First Book, a nonprofit that provides books and educational resources to children in need, committing more than \$80,000 in funding to help educators access books focused on health and wellness, paired with playful activity ideas. As part of this effort, teachers who use the funding will also be randomly selected to receive a surprise plush animal "reading buddies" for their classrooms, reinforcing the connection between play and learning. This opportunity is available first-come, first-served while funding lasts or until July 31, 2025.

[Local Build-A-Bear Workshops](#) will also feature special offers, Bearemy costumed character appearances, Build-A-Bear Mini Beans Toss games, and free activity sheets to inspire more ways to play.

For more information or to participate, visit [buildabear.com](https://www.buildabear.com).

About Build-A-Bear

Since its beginning in 1997, Build-A-Bear has evolved to become a beloved multi-generational brand focused on its mission to "add a little more heart to life," where guests of all ages make their own "furry friends" in celebration and commemoration of life moments. Guests create their own stuffed animals by participating in the stuffing, dressing, accessorizing, and naming of their own teddy bears and other plush toys based on the Company's own intellectual property and in conjunction with a variety of best-in-class licenses. The hands-on and interactive nature of our more than 600 company-owned, partner-operated and franchise experience locations around the world, combined with Build-A-Bear's pop-culture appeal, often fosters a lasting and emotional brand connection with consumers and has enabled the Company to expand beyond its retail stores to include e-commerce sales on www.buildabear.com and non-plush branded consumer categories via out-bound licensing agreements with leading manufacturers, as well as the creation of engaging content via Build-A-Bear Entertainment (a subsidiary of Build-A-Bear Workshop, Inc.). The brand's newest communications campaign, "The Stuff You Love," commemorates more than a quarter-century of creating cherished memories worldwide. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted consolidated total revenues of \$496.0 million for fiscal 2024. For more information, visit the Investor Relations section of [buildabear.com](https://www.buildabear.com).

About Build-A-Bear Foundation

Build-A-Bear Foundation adds a little more heart to life by sharing hugs, inspiring creativity, and supporting children and families in need. A 501(c)3 organization, Build-A-Bear Foundation's core focus is to support children's literacy programs as a path to social and educational equity. Build-A-Bear Foundation also provides financial and furry friend donations to organizations that support children's health and wellness, disaster relief, and families in need of essential supplies. Since 1997, Build-A-Bear has donated more than \$25 million and 2 million furry friends to charitable causes around the world. For more information, please visit www.buildabearfoundation.org

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