New National Teddy Bear Day Survey Finds 92% Still Have Their Childhood Stuffed Animal

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Build-A-Bear Polls Thousands, Revealing Teddy Bears Hold a Special Place in Our Hearts – Even for Grown-Ups

ST. LOUIS, Sept. 8, 2025 /PRNewswire/ -- In celebration of National Teddy Bear Day on September 9, Build-A-Bear Workshop, the iconic experiential retailer, is offering a one-day "2-for-$25 Lil' Cub" promotion while sharing insights gathered directly from fans in a new survey.



Over 3,500 survey participants shared that, despite today's increasingly tech-focused world, teddy bears remain a source of comfort, connection, and lasting memories – even as we grow older. The votes were cast through polls on Build-A-Bear's Instagram channel.

Nearly 100% of respondents believe teddy bears are for all ages, not just kids, and an overwhelming 92% still own their favorite childhood stuffed animal. Plus, a remarkable 67% said their furry friend has helped shape not just their mood, but also their life plans. Perhaps even more telling, a playful 86% admitted their teddy bear knows more of their secrets than their therapist (wink, wink)!

"What stands out in these responses is how universal and lasting the love for a teddy bear truly is. Across generations and life experiences, childhood furry friends continue to hold deep meaning well into adulthood," said Kim Utlaut, Chief Brand Officer, Build-A-Bear. "Making special memories that lead to enduring connections is at the heart of what we do, and National Teddy Bear Day is the perfect moment to celebrate and share the feeling that only a furry friend can provide."

To mark the day, Build-A-Bear is giving fans the chance to share the love with a special offer of two Lil' Cubs for just $25 on September 9, available both in-store and online. Whether for a best friend, sibling, partner, or yourself, the offer makes it easier than ever to add a little more heart to life. Because if your teddy bear knows your secrets and helps plan your future…shouldn't everyone have one?

For more information or to find a Build-A-Bear Workshop near you, visit 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.

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