



UDDER MYSTERY SOLVED AS BUILD-A-BEAR DROPS SPECIAL-EDITION ALIEN COW

April 1, 2026

What started as an April Fools' prank is now a real plush that fans can buy in Build-A-Bear Workshops and online while supplies last

ST. LOUIS, April 1, 2026 /PRNewswire/ -- Build-A-Bear, the experiential retailer known for "adding a little more heart to life," is celebrating April Fools' Day with a week-long prank that culminated in a real product reveal of the special-edition Alien Cow plush, now available at Build-A-Bear Workshops nationwide and on [buildabear.com](https://www.buildabear.com), but only while supplies last.



In the days leading up to April 1, fans and guests began noticing something unusual across Build-A-Bear's social channels and Workshops. Posts appeared to glitch, strange messages popped up, and in some locations, things got a little weird. For example, furry friends were found "floating" upside down in Workshops, green lights flickered inside cub condos, and even occasional unexpected "moo" sounds came from plush that were indeed not cows.

Local outlet [KMOV](#) in St. Louis even picked up on the strange activity, covering the unexplained moments as they unfolded and adding to the speculation.

The strange activity was not random. It was all part of a coordinated April Fools' Day stunt that built toward the arrival of Alien Cow — a playful, otherworldly take on a classic Build-A-Bear favorite.

The Alien Cow plush blends traditional cow features with subtle extraterrestrial details, including green accents and a graphic t-shirt that reads "Legendary." With its soft fur, friendly embroidered face, and tongue-in-cheek design, the plush offers a lighthearted twist for fans looking to add something a little unexpected to their collection.

"The Alien Cow campaign is a great example of how we continue to bring a sense of fun and creativity to the brand," said Jazzy Danziger, VP of Brand Creative and Innovation at Build-A-Bear. "For April Fools, we wanted to create something that felt playful from the start, build curiosity throughout the week, and then deliver on it with something real that fans could take home. After seeing how fans responded to Emo Axolotl last year, we knew there was an opportunity to keep leaning into that kind of unexpected energy in a way that still feels authentic to who we are."

The campaign extended beyond stores, with social content — including alien-encounter-themed videos across Instagram and TikTok — helping to build intrigue throughout the week.

The Alien Cow plush is available now at buildabear.com and in Build-A-Bear Workshops nationwide while supplies last.

Stay tuned for more exciting updates and product releases by following @buildabear on [Instagram](#), [TikTok](#) and [X](#). For images [click here](#).

About Build-A-Bear Workshop, Inc.

Founded in 1997, Build-A-Bear is a leading global retailtainment brand on a mission to add a little more heart to life. At Build-A-Bear, guests are invited to create personalized furry friends through a unique stuffing, dressing, accessorizing and naming process, accentuated by a memorable "heart ceremony" that creates moments of connection for people of all ages.

Over the years, Build-A-Bear has grown into a multigenerational phenomenon, positioned at the intersection of pop-culture trends. Beyond its signature retail experience, the brand also offers pre-stuffed plush, gifting, partnerships with best-in-class licensed and collectible characters, and original storytelling through Build-A-Bear Entertainment, LLC. Build-A-Bear's current brand platform and message, "The Stuff You Love," crosses ages and cultures while celebrating nearly 30 years of helping people mark life's meaningful moments.

Today, Build-A-Bear operates more than 650 company-owned, partner-operated and franchise experience locations across more than 30 countries, complemented by buildabear.com. Build-A-Bear Workshop, Inc. (NYSE: BBW) reported \$529.8 million in total revenues for fiscal 2025, representing the company's 5th consecutive year of record results. Learn more at the Investor Relations section of buildabear.com.



- -
View original content to download multimedia:<https://www.prnewswire.com/news-releases/udder-mystery-solved-as-build-a-bear-drops-special-edition-alien-cow-302731570.html>

SOURCE Build-A-Bear Workshop

pr@buildabear.com