



Build-A-Bear Celebrates National Teddy Bear Day with Special Offer and Giveback Supporting Children's Hospitals

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The Sept. 9 celebration honors the enduring comfort, connection and joy teddy bears bring to every generation

ST. LOUIS, Sept. 2, 2026 /PRNewswire/ -- Build-A-Bear Workshop, the beloved retailtainment brand known for adding a little more heart to life, is celebrating National Teddy Bear Day on September 9 with a special one-day "2-for-\$25 Lil' Cub" promotion available in Workshops and online at buildabear.com.



For more than a century, teddy bears have remained one of the most beloved toys because they represent comfort, friendship and imagination, often becoming keepsakes tied to special memories for kids, parents and even grandparents. As families continue to seek meaningful ways to connect, Build-A-Bear's hands-on, make-your-own experience brings that timeless emotional connection to life, giving guests not only a furry friend to take home, but a shared memory they can carry with them long after the day is over.

"Teddy bears are timeless because they stand for comfort, friendship and imagination," said Kim Utlaut, Chief Brand Officer, Build-A-Bear Workshop. "At Build-A-Bear, we see every day how a furry friend can become part of a family tradition, a milestone memory or a simple reminder that someone cares. National Teddy Bear Day is really about celebrating the simple joy of a hug and the special connections our guests create through the Build-A-Bear make-your-own experience."

In the spirit of Build-A-Bear's mission to add a little more heart to life, the celebration will also support children in need. From September 9 through September 16, guests can support Build-A-Bear Foundation online or at the pin pad in stores. For every dollar donated during that period, Build-A-Bear Foundation will

donate a teddy bear to a children's hospital, helping share hugs and comfort with kids who need them most.

Build-A-Bear has Workshops across the U.S. and around the world. For more information about Build-A-Bear's National Teddy Bear Day celebration, to participate online or to find a Workshop near you, visit [BuildABear.com](https://www.buildabear.com) and use the store locator.

About Build-A-Bear

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 multi-generational 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](https://www.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](https://www.buildabear.com).



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pr@buildabear.com