



MORE THAN A TOY: THE ENDURING POWER OF THE TEDDY BEAR

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FROM HELPING CHILDREN THROUGH LIFE'S BIG MOMENTS TO INSPIRING NOSTALGIA IN ADULTHOOD, TEDDY BEARS CONTINUE TO PROVE THEY'RE MORE THAN JUST A TOY

***** SEPTEMBER 9th IS NATIONAL TEDDY BEAR DAY *****

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BACKGROUND:

National Teddy Bear Day is more than a celebration of a beloved toy. It's a reminder of the comfort, connection, and joy a teddy bear can bring at every age. The teddy bear's story begins in 1902 with U.S. President Theodore "Teddy" Roosevelt. More than a century after the first teddy bear was created, it remains a universal symbol of comfort, connection, and caring.

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DID YOU KNOW?

- Experts say comfort objects can help children navigate big emotions and life milestones, making teddy bears more relevant than ever.
- Many adults continue to keep or collect teddy bears because they represent nostalgia, self-expression, and cherished memories.
- As families seek meaningful experiences rather than simply more "stuff," activities that create memories together continue to resonate.

That's why National Teddy Bear Day is such a natural fit for Build-A-Bear's mission of sharing hugs, creating memories, and bringing people together. In this interview, Callie Rapp will talk about how, for nearly three decades, Build-A-Bear has helped millions of guests create personalized furry friends and meaningful memories with family and friends through its make-your-own experience. In celebration of this year's National Teddy Bear Day on Sept. 9, Build-A-Bear is inviting guests everywhere to rediscover the magic of hugs, heart, and happiness with an exclusive Two for \$25 Little Cub offer. Additionally, from 9/9 to 9/16, for every dollar donated to the Build-A-Bear Foundation online or at the pin pad in stores, Build-A-Bear Foundation will donate a bear to a children's hospital.

To find a Build-A-Bear Workshop near you, please visit buildabear.com

ABOUT CALLIE RAPP:

Callie Rapp is Vice President of Communications & Public Relations at Build-A-Bear Workshop, where she

leads the company's communications strategy across media relations, executive communications, internal communications, and corporate storytelling. In her role, she helps shape and protect the Build-A-Bear brand while supporting key business initiatives, consumer campaigns, partnerships, and reputation management efforts. Prior to joining Build-A-Bear, she spent 13 years on the agency side advising brands including Pop-Tarts, SNICKERS, Twix, Anheuser-Busch and Chevron, among others. Callie recently completed her MBA at Washington University in St. Louis' Olin Business School and holds a bachelor's degree from Lehigh University.

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