



Carnival Cruise Line, Build-A-Bear Workshop Team Up To Create New Build-A-Bear Workshop At Sea

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Fun, All-Ages Activity Being Rolled out Fleetwide, Builds Upon Carnival's Distinction as Family Cruise Leader Carrying 700,000 Kids a Year

MIAMI, July 22, 2016 /PRNewswire/ -- Carnival Cruise Line, the world's most popular cruise line, and Build-A-Bear Workshop have entered into an exclusive partnership that will bring the unique retail-entertainment experience to the line's fleet.

The first Build-A-Bear Workshop At Sea is being rolled out aboard Carnival Dream and is expected to be fleetwide aboard all 25 Carnival ships by summer 2017.

Building upon Carnival's position as the family cruise leader hosting 700,000 kids a year, Build-A-Bear Workshop At Sea provides children of all ages an opportunity to make their own cuddly bear that can be customized with a variety of outfits and accessories, from tutus and high-top sneakers to, appropriately enough, vacation wear like bathing suits and sunglasses.

Each bear comes complete with its own "birth certificate" with the bear's name and date he or she was created, as well as a logoed drawstring bag. Additionally, the bears have their own "voice" via a recordable sound chip with kids recording their own special message.

And the fun doesn't stop at just making bears -- kids can create monkeys, leopards, turtles and other furry friends, as well as a St. Jude Bear with proceeds benefiting St. Jude Children's Research Hospital, one of Carnival's primary charitable partners.

"Build-A-Bear Workshop is a popular part of American culture and we're delighted to provide our guests with an opportunity to make their own custom-designed bear and create a lifetime of memories," said Christine Duffy, president of Carnival Cruise Line. "We are equally grateful to partner with Build-A-Bear Workshop to help raise money for the special kids at St. Jude Children's Research Hospital," she added.

"Build-A-Bear Workshop stores have always been a destination for families, and our partnership with Carnival Cruise Line will offer passengers the chance to take part in the fun of making new furry friends while onboard," said Sharon John, president and CEO of Build-A-Bear Workshop. "The arrival of the new Build-A-Bear Workshop experience on Carnival Cruise Line ships is an exciting example of how we're bringing our nearly 20-year-old brand into more places than ever before."

Participants can make their custom-designed bears at pop-up Build-A-Bear Workshop At Sea workstations located within the Camp Ocean facilities or join the ships' cruise directors with festive Build-A-Bear At Sea parties held each cruise and featuring music, bear-themed snacks and photo opportunities. The pop-up workstations are set up at designated times throughout the cruise and include everything to make a cute, huggable bear with racks filled with various outfits and accessories as well as an iconic stuffer that allows participants to add soft stuffing to make their bear as plush and cuddly as they want.

Build-A-Bear Workshop At Sea complements the wide variety of family-friendly activities available aboard Carnival Cruise Line ships which also include complimentary children's programs for kids 2-17, spectacular water parks with corkscrew water slides and splash zones, miniature golf courses, video arcades, poolside DiveIn Movies on giant LED screens, outdoor play spaces, volleyball and basketball courts and more.

Prices for the bears start at \$20 with outfits and accessories starting at \$5.

For additional information and reservations for Carnival Cruise Line, contact any travel agent, call 1-800-CARNIVAL or visit carnival.com. Carnival can also be found on:

Twitter: www.twitter.com/carnivalcruise

Facebook Fan Page: www.facebook.com/carnival

YouTube: www.youtube.com/carnival

Instagram: www.instagram.com/carnival

Journalists also can visit Carnival's media site, www.carnival-news.com or follow the line's PR department on Twitter at www.twitter.com/CarnivalPR.

About Carnival Cruise Line

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Australia, New Zealand and the Pacific Islands. The company currently has an as-yet-unnamed 133,500-ton ship currently under construction and set to debut in 2018.

About Build-A-Bear Workshop

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the eighth year in a row in 2016. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenue of \$377.7 million in fiscal 2015. For more information, visit the Investor Relations section of buildabear.com.

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SOURCE Carnival Cruise Line

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