

# [***FACT CHECK: Facebook Post Makes False Claim About Satanic Build-A-Bear; No such bear appears on Build-A-Bear's website***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BSM-3VN1-JBFB-H001-00000-00&context=1516831)

The Daily Caller

April 12, 2024 Friday 01:11 PM EST

Copyright 2024 The Daily Caller, Inc. All Rights Reserved

**Section:** ***POLITICS***

**Length:** 368 words

**Byline:** Christine Sellers, Fact Check Reporter, [*christine@checkyourfact.com*](mailto:christine@checkyourfact.com)

**Body**

[*Link to Image*](https://cdn01.dailycaller.com/wp-content/uploads/2024/04/GettyImages-486167296-scaled-e1712843133870.jpg)

A series of images [*shared on Facebook*](https://www.facebook.com/RadioFronterayLaFronteradice/posts/pfbid02m7UQLK1y3naPv7RuRoRBf6CieofhVHVVejNs32vwZARFK6LQP8CebeyCnc3VpTjFl) purport to show a satanic bear that is available to make at Build-A-Bear.

**Verdict: False**

No such bear appears on Build-A-Bear's website. Politifact labeled the claim as false via an April 9 article.

**Fact Check:**

Build-A-Bear is planning to open “at least 50 new stores by the end of the year globally,” according to [*Chain Store Age*](https://chainstoreage.com/build-bear-brand-effort-includes-50-new-stores-roblox). In addition to its plans for expansion, the retailer recently named Rosalind Johnson its foundation board president, [*The Toy Book.com*](https://toybook.com/build-a-bear-foundation-news/) reported.

“These stores are getting carried away with the times!” the Facebook post's caption reads in part. The post includes a series of images of a “Baphomet Bear” that is purportedly available to make at Build-A-Bear. The bear is black with horns and features a pentagram logo.

The claim is false. Check Your Fact conducted a search of Build-A-Bear's website and no such bear appears. There is, however, a red teddy bear featuring horns called the “devilishly cute teddy bear” that is [*available*](https://www.buildabear.com/search?q=devil+bear&search-button=&lang=null&brand=buildABear) for purchase. A [*description*](https://www.buildabear.com/giant-devilishly-cute-teddy-bear/031982.html?cgid=valentines-day-shop-all) of the bear indicates it can be purchased as a Valentine's Day gift. The bear is also available in “giant” and “wristie” versions. In addition, Build-A-Bear has not publicly referenced the purported “Baphomet Bear” on its associated [*social*](https://www.facebook.com/profile/100064761158479/search?q=%20DEVIL%20BEAR%20%3F%20%F0%9F%91%BF%F0%9F%91%BF%20%F0%9F%94%B5%23Viral%3A%20BUILD%20A%20BEAR!%20These%20stores%20are%20getting%20carried%20away%20with%20the%20times!%20Wanna%20build%20a%20baby%20bear%20baphomet%3F%20Baphy%20shall%20be%20named.%20%F0%9F%A4%98%F0%9F%8F%BB%F0%9F%96%A4%F0%9F%90%BB&filters=eyJycF9jcmVhdGlvbl90aW1lOjAiOiJ7XCJuYW1lXCI6XCJjcmVhdGlvbl90aW1lXCIsXCJhcmdzXCI6XCJ7XFxcInN0YXJ0X3llYXJcXFwiOlxcXCIyMDI0XFxcIixcXFwic3RhcnRfbW9udGhcXFwiOlxcXCIyMDI0LTFcXFwiLFxcXCJlbmRfeWVhclxcXCI6XFxcIjIwMjRcXFwiLFxcXCJlbmRfbW9udGhcXFwiOlxcXCIyMDI0LTEyXFxcIixcXFwic3RhcnRfZGF5XFxcIjpcXFwiMjAyNC0xLTFcXFwiLFxcXCJlbmRfZGF5XFxcIjpcXFwiMjAyNC0xMi0zMVxcXCJ9XCJ9IiwicnBfY2hyb25vX3NvcnQ6MCI6IntcIm5hbWVcIjpcImNocm9ub3NvcnRcIixcImFyZ3NcIjpcIlwifSJ9) [*media*](https://twitter.com/search?lang=en&q=%22DEVIL%20BEAR%20%3F%20%F0%9F%91%BF%F0%9F%91%BF%20%F0%9F%94%B5%23Viral%3A%20BUILD%20A%20BEAR!%20These%20stores%20are%20getting%20carried%20away%20with%20the%20times!%20Wanna%20build%20a%20baby%20bear%20baphomet%3F%20Baphy%20shall%20be%20named.%20%F0%9F%A4%98%F0%9F%8F%BB%F0%9F%96%A4%F0%9F%90%BB%22%20(from%3Abuildabear)%20lang%3Aen&src=typed_query) [*accounts*](https://www.instagram.com/buildabear/).[***(RELATED: Image Of Satanic Happy Meal Is AI-Generated)***](https://checkyourfact.com/2024/04/03/fact-check-image-satanic-happy-meal-ai/)

Likewise, Check Your Fact did not find [*any credible news reports*](https://www.google.com/search?sca_esv=0fe37503bf42aa9a&sca_upv=1&q=DEVIL+BEAR+%3F+%F0%9F%91%BF%F0%9F%91%BF+%F0%9F%94%B5%23Viral:+BUILD+A+BEAR!+These+stores+are+getting+carried+away+with+the+times!+Wanna+build+a+baby+bear+baphomet%3F+Baphy+shall+be+named.+%F0%9F%A4%98%F0%9F%8F%BB%F0%9F%96%A4%F0%9F%90%BB&tbm=nws&source=lnms&prmd=sivnbmtz&sa=X&ved=2ahUKEwiK_rn0qrqFAxVLFlkFHWvaBvkQ0pQJegQICBAB&biw=1667&bih=877&dpr=2) to support the claim. Actually, the opposite is true. [*Politifact*](https://www.politifact.com/factchecks/2024/apr/09/facebook-posts/build-a-bear-no-vende-estos-osos-de-peluche-diabol/) labeled the claim as false via an April 9 article. In the article, originally written in Spanish, the outlet reported it traced the photos of the “Baphomet Bear” back to a Facebook page called “The Pumpkin Empress.” A Mar. 27 [*post*](https://www.facebook.com/photo/?fbid=390989923706147&set=pb.100083854285334.-2207520000) shared via the page features the same series of images of the “Baphomet Bear.”

According to Politifact, the images have been generated with artificial intelligence (AI). Check Your Fact performed a [*content detection scan*](https://hivemoderation.com/ai-generated-content-detection) via “Hive Moderation” using one of the images and the results show it is 99% likely to have been generated with AI.

[*Link to Image*](https://cdn01.dailycaller.com/wp-content/uploads/2024/04/Screenshot-2024-04-11-at-10.01.52%E2%80%AFAM-620x374.png)

Screenshot captured via Hive Moderation

Check Your Fact has contacted Build-A-Bear for comment and will update this piece accordingly if one is received.

**Graphic**

BLOOMINGTON, MN - SEPTEMBER 1: Build-A-Bear Workshop celebrated the launch of its new store format today at a grand opening ceremony at Mall of America in Bloomington, Minnesota on September 1, 2015. The new store was designed to make Build-A-Bear Workshop's iconic experience even more memorable for guests. Build-A-Bear CEO Sharon Price John revealed the new look and feel for the brand, complete with an updated storefront, fresh new logo, and a seven-foot-tall stuffer. (Photo by Adam Bettcher/Getty Images for Build-A-Bear)

**Load-Date:** April 12, 2024

**End of Document**