



Build-A-Bear Workshop and Guests Send Hugs to Children and Families Affected by Oklahoma Tragedy

May 23, 2013

ST. LOUIS--(BUSINESS WIRE)--May. 23, 2013-- [Build-A-Bear Workshop](#)[®] announced today initiatives to provide support for children and families affected by the tornado that devastated Moore, OK and surrounding areas earlier this week. The company is inviting its Guests to share the hug of a teddy bear through several initiatives. Nationally, Guests can donate \$1 or more to the American Red Cross at Build-A-Bear Workshop stores or online at [buildabear.com](#). In Oklahoma City and Tulsa, Guests can make bears for local children affected by the tornado. Additionally, the Build-A-Bear Workshop Foundation has contributed \$2,500 to DonorsChoose.org for a specially directed teacher program to rebuild the schools in Oklahoma that were hit hardest by the storm and replenish classroom supplies in the upcoming months of recovery.

Beginning Friday, May 24, the company is launching this special effort to help the families and children affected by the storms. Through June 2, Guests can donate \$1 or more at checkout in any United States Build-A-Bear Workshop retail location or online at [buildabear.com](#) to benefit the American Red Cross. A gift to the American Red Cross will help people affected by the Oklahoma tornado and other disasters around the country.

“Our hearts and hugs go out to the victims and their families affected by this terrible tragedy,” said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. “It is during these most difficult times that we are reminded of the comfort a teddy bear can bring. We would like to thank the many Guests who have contacted us to support Oklahoma with their contributions and efforts. We are proud to work together to make a difference and provide relief where it is needed the most during this difficult time.”

Build-A-Bear Workshop is hosting Stuffed with Hugs[®] (SWH), its signature bear-making event, for those in need of a teddy bear hug at its stores in Penn Square Mall, Oklahoma City and Woodland Hills Mall, Tulsa Saturday, May 25 through Monday, May 27. The first 250 Guests in each store will have the opportunity to make special bears for free to be donated to the children and families affected by the tornado. In addition, anyone who wishes to purchase a stuffed animal to donate to the SWH effort will be given a 10% service project discount. The company will continue collecting bears at these locations through Memorial Day, May 27.

Build-A-Bear Workshop believes in the teddy bear philosophy of being good people and good bears. Since its inception in 1997, the company has shared the hug of a teddy bear wherever needed in local communities and abroad. Build-A-Bear Workshop gives Guests opportunities to support the causes that are important to them and through its corporate donations and foundation grant programs, has given more than \$40 million to children’s health and wellness, animals, literacy and other important causes.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world website at bearville.com™. The company was named to the FORTUNE 100 Best Companies to Work For® list for the fifth year in a row in 2013. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$380.9 million in fiscal 2012. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com®.

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TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would ask that you use our full name: Build-A-Bear Workshop® and that when referencing the process of making stuffed animals you use the word “make” not “build”.

Build-A-Bear Workshop is our well-known trade name and our registered trademark of Build-A-Bear Retail Management, Inc. Build-A-Bear Workshop® should only be used in capital letters to refer to our products and services and should not be used as a verb.

Source: Build-A-Bear Workshop, Inc.

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