



Build-A-Bear Workshop Supports Projects in Local Public Schools through DonorsChoose.org

October 1, 2013

ST. LOUIS--(BUSINESS WIRE)--Oct. 1, 2013-- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that it will raise funds for literacy programs in public schools through DonorsChoose.org with the help of Guests this October. Founded in 2000, DonorsChoose.org is a nonprofit website where public school teachers describe specific educational projects for their students, and donors can choose the projects they want to support. Guests are invited to donate \$1 (or more) when they check out at Build-A-Bear Workshop stores or at buildabear.com® now through October 30 to support DonorsChoose.org.

All funds raised in Build-A-Bear Workshop stores will remain local to provide supplies in public schools in each community. For a complete list of stores and benefiting schools, visit <http://bit.ly/1aFKJsc>. Build-A-Bear Workshop first partnered with DonorsChoose.org in 2008 and the company and its foundation have raised over \$400,000 to fund classroom projects throughout the United States. Since 2000, the DonorsChoose.org community of 1.2 million donors has channeled \$194 million into classrooms in need and benefitted 9.5 million students.

“We are thrilled to continue our relationship with Build-A-Bear Workshop and thank them for empowering young people to give back and make a difference for students in need in their local classrooms,” said Charles Best, founder of DonorsChoose.org.

Since its inception in 1997, Build-A-Bear Workshop has given Guests a voice in supporting the causes that are important to them, such as children’s health and wellness, animals, and literacy, and has given more than \$32 million through its corporate donations and foundation grant programs to these causes.

For more information, visit a [Build-A-Bear Workshop location](#) or DonorsChoose.org.

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[®].

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.

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Source: Build-A-Bear Workshop, Inc.

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