



HOW THE TEDDY BEAR WAS BORN

January 1, 2002

Only a handful of toys have withstood the test of time-the teddy bear tops the list. Thanks to a few people - all strangers to each other - one kind act connected them and brought the world a new friend, a pal that would bring fun and comfort, one that would always be around-the Teddy Bear.

It began in November of 1902. President Theodore Roosevelt - who was known around the world as Teddy - was in the woods on a hunting excursion. While hunting, he discovered that someone had caught a bear and tied it to a tree for him, making the "hunt" easier - with assured success. President Roosevelt, a conservationist at heart, refused to shoot the bear.

This story of kindness quickly spread, and political cartoonist Clifford Berryman (Bear-y-man) drew a cartoon showing the President's refusal to shoot an innocent bear. This cartoon, titled "Drawing The Line In Mississippi," ran in a newspaper in Washington.

Candy store owners Rose and Morris Michtom were so inspired by the story of President Roosevelt's kindness, that they started making bears - including one that closely resembled the President. As the legend goes, the Michtom's then sent the bear to President Roosevelt, seeking permission to name the bear "Teddy."

Most humbly, the President pawsonally replied:

"Dear Mr. and Mrs. Michtom,

I warmly thank you for your letter and the fine stuffed bear you made. I can hardly wait to show my children. However, I don't think my name is likely to be worth much in the toy bear business, but you are welcome to use it. I wish you great luck with your toy bear business.

Sincerely,

Theodore Roosevelt

Never would President Roosevelt have predicted that the Teddy Bear would become so pawpular, becoming a part of every day life through storybooks, stuffed animals, cartoons, novelties, movies and more. And never would he have predicted that the kindness he showed in 1902 represents the symbolism that lives on with Teddy Bears, now 100 years later.

Build-A-Bear Workshop® is an interactive, entertainment retailer that invites Guests to create their own customized stuffed animals. Build-A-Bear Workshop currently operates 79 stores nationwide and plans to have 100 stores by the end of 2002. For more information visit the company's award-winning Web site at www.buildabear.com.